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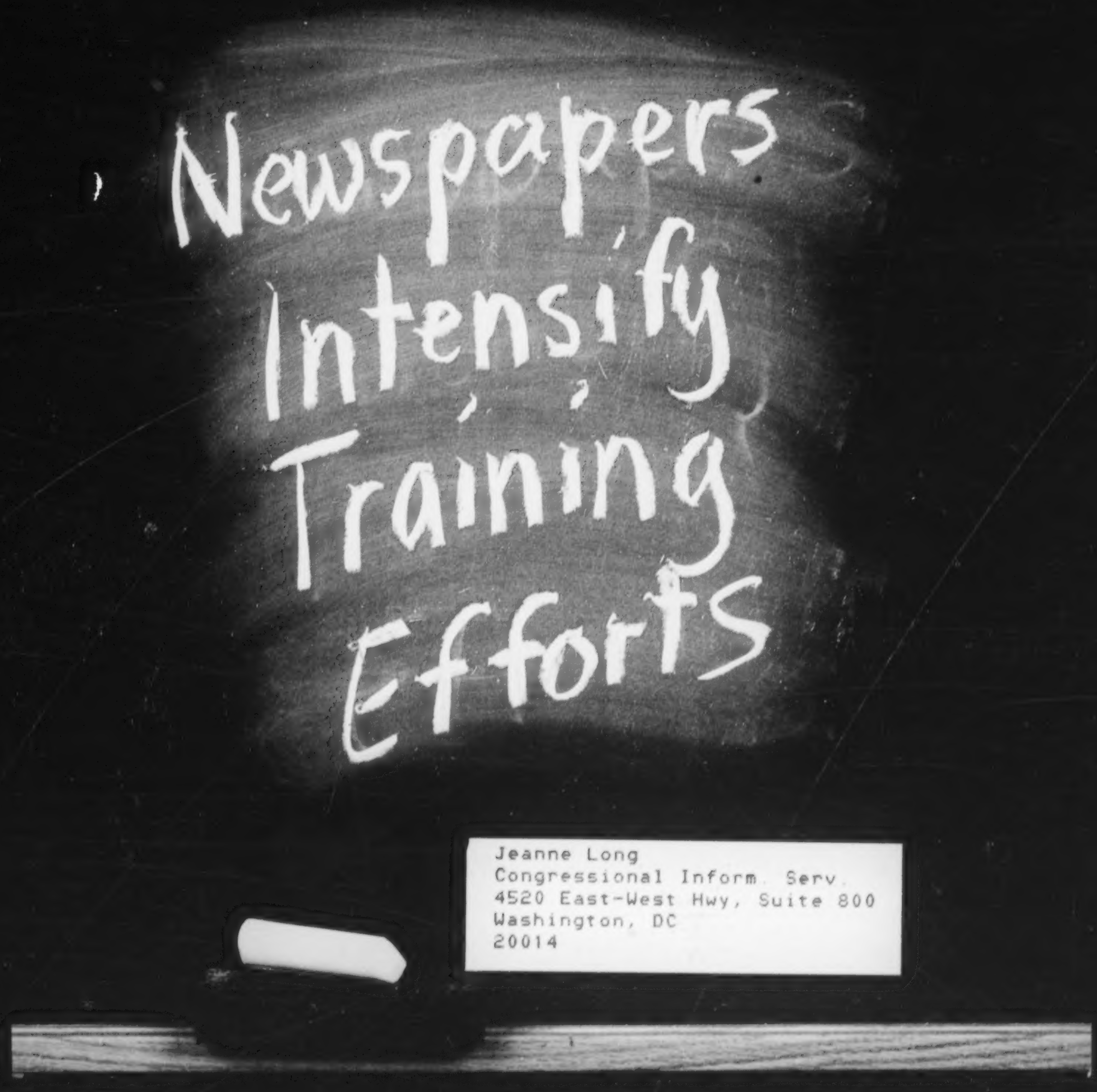
The Journal of the American Newspaper Publishers Association


Newspapers
Intensify
Training
Efforts

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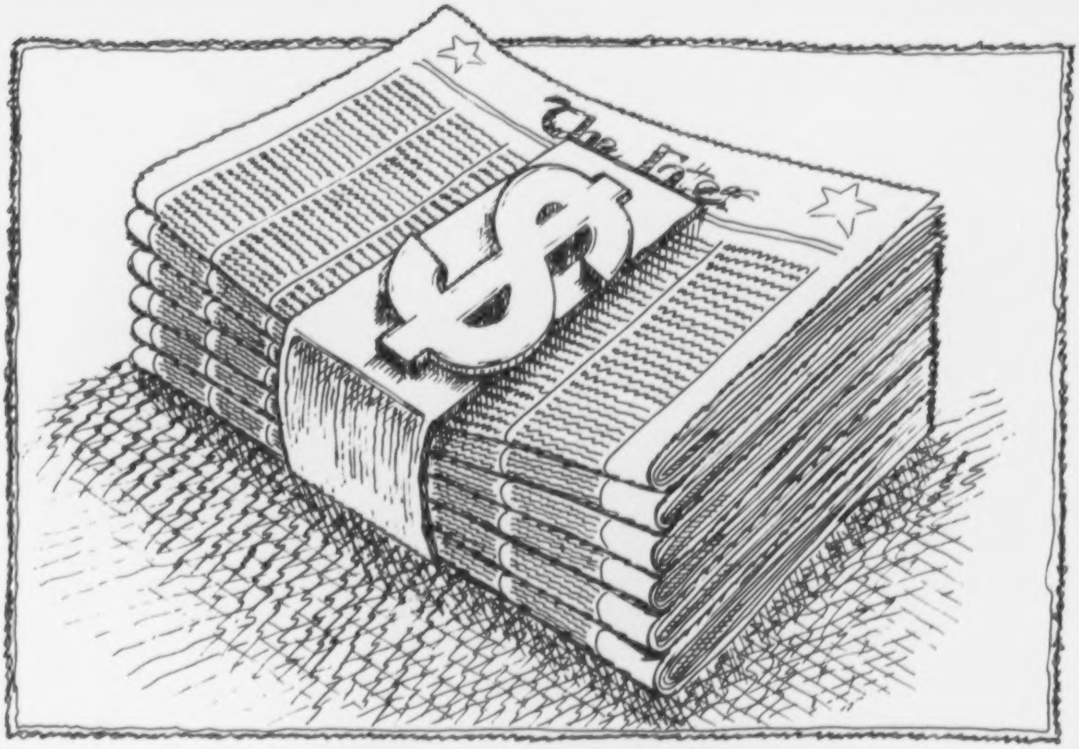

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Daily Journal
Reagan in arms-for-hostages deal

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Special Report *Employee training in the newspaper business has increased significantly during the 1980s. Today, the greatest emphasis is on training new managers and giving advertising and circulation staffs better selling skills. Many newspapers offer in-house training, and there are numerous organizations that attempt to meet the need for off-site instruction. One problem is finding time for employees to attend classes; another is measuring the results. Nonetheless, the outlook is for newspaper training to continue to expand as a means of pumping up productivity.* **20**

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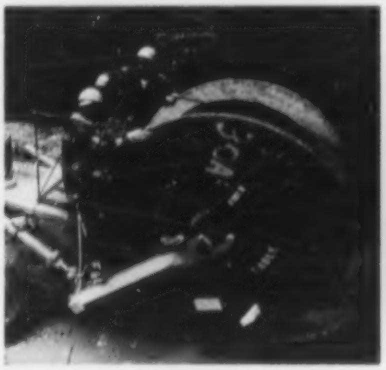

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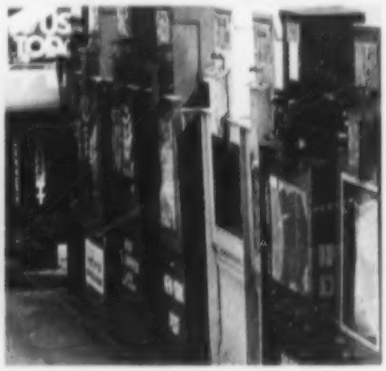
(Cover photo by Jon Feingersh.)



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CHAIRMAN'S CORNER

Tell us what you think about ANPA services, directions

Your Directors want to know what you think of ANPA and what you would change.

This fall we will ask you directly to tell us.

In November and December, more than 7,000 newspaper executives will receive a brief, targeted questionaire seeking your views on current ANPA services and on future directions you believe ANPA should follow.

This survey of members and some non-members is being directed by Lloyd Schermer, Lee Enterprises chairman and ANPA treasurer, and his fellow ANPA Directors John Montgomery, Bill Cowles and Bob Erburu. The Board engaged the Gallup research firm to manage the survey.

It has been 10 years since ANPA surveyed its membership. The Association has changed dramatically since then, partly in response to survey findings and partly in response to a changing world. Directors are more deeply involved in Association affairs. The Board adopted a strategic planning system that encourages members of ANPA standing committees to help shape policies and program priorities. **Presstime** was launched. Professional staff has been added to help us deal more effectively with laws and regulations that affect newspapers. ANPA's research activities were moved to The Newspaper Center in Reston, Va.

George W. Wilson

This survey will give ANPA Directors and staff valuable information we will use to allocate ANPA resources better and to provide the level and kinds of services you want for your newspapers. That is why we need and want your opinions.

Our formal planning approach, outreach programs, member comments and the increased involvement of newspaper executives in committee work provide continuing feedback on Association priorities and policies. But we believe there is no substitute for periodically going directly to you and formally asking, "How is ANPA doing? How can we do better?"

Gallup will survey all publishers and group CEOs and will selectively survey additional newspaper executives. It will analyze results and report its findings to the Board in the spring.

I cannot overemphasize the importance of this survey and the vital need for you to contribute your opinions and your counsel. ANPA is, after all, *your* Association.

We are a diverse and independent lot, with many different priorities and concerns. But we all have in common the desire to produce high quality, economically healthy newspapers that serve readers and advertisers well. ANPA, our mechanism for doing collectively things we would not do so well alone, can be a powerful means to help us achieve those ends.

When you receive a questionnaire from Gallup, give us your views. Please respond fully and promptly.

We will heed your guidance.

George Wilson

George W. Wilson
ANPA Chairman

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Long Distance Phone Options

Newspapers balance costs and quality in the marketplace maze

BY MARGARET G. CARTER
presstime staff writer

Until the early 1970s, there was one long distance telephone company in the United States, AT&T. Today, the way the Federal Communications Commission figures it, there are 561.

All are pitching their services to potential customers. And newspapers, like other major long distance users, are being bombarded with telemarketing sales calls.

"We've got everyone racing around and putting pressure on newspapers to try alternatives," says Paul Daubitz, president of ATI Telemanagement, a consulting firm in Newburyport, Mass., that specializes in newspaper applications of telecommunications. It is "easy to succumb" to such pressure, says Daubitz, "because they tell you how good it could be."

Even when AT&T was the only long distance game in town, newspapers sought to contain their long distance costs through such things as dedicated lines to bureau offices and AT&T WATS (Wide Area Telephone Service) lines. There are no up-to-date statistics on newspapers' current long distance choices, but telecommunications consultants say many newspapers are aggressively investigating alternatives.

"I think newspapers are more concerned about their costs than most other businesses I get involved with," says Edwin E. Kirby, a principal in Comtrol Corp., a Lisle, Ill., telecommunications consulting firm that has worked for about 65 Gannett Co. communications properties, including newspapers ranging from the Pacific Daily News in Guam to USA Today.

Kirby estimates that a newspaper that has not previously paid attention to its long distance costs can save between 15 and 20 percent by shopping around.

For newspapers that are big long distance users, that is not small change. For example, Arthur S. Meggitt, manager of technical support and telecommunications for the Star Tribune of Minneapolis, figures that his newspaper would save about $47,000 on its annual $175,000 long distance phone bill if it switches from AT&T WATS service to US Sprint's Ultra WATS service. But that decision to switch carriers is being complicated by the introduction of new AT&T discounted service offerings for major long distance users, Meggitt says.

Cost is the major reason for investigating new service options. But consultants say a newspaper's long distance choices also can affect productivity. If a long distance vendor lacks sufficent circuit capacity and employees frequently get a circuits-busy signal, or the newspaper has too few WATS lines and employees have to queue up to make their long distance calls, that can adversely affect productivity, they say.

Despite all the choices available today, three national companies dominate the U.S. business long distance market. And AT&T still has more than half of the total long distance business pie.

As of last April, The Yankee Group, a high-tech market research consulting firm based in Boston, estimated that AT&T had 60.6 percent of the business long distance market; MCI had 16.1 percent, US Sprint Communications Co. had 10.7 percent and "everybody else" had 12.6 percent, according to Michael E. Dortch, senior telecommunications analyst.

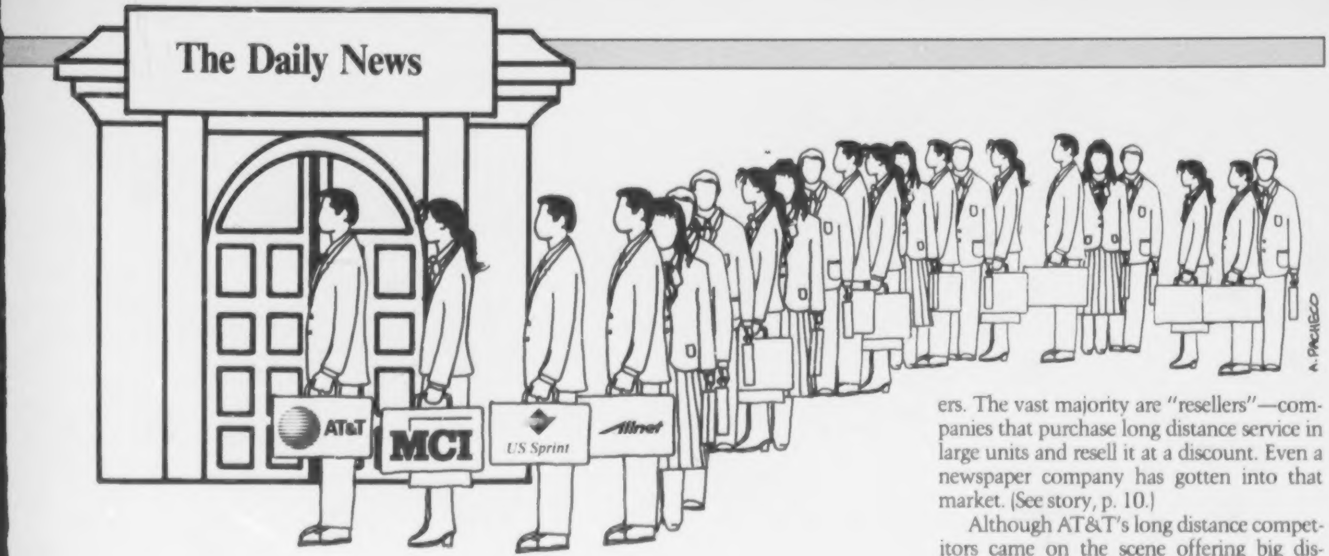
The last time a study of newspaper long distance service was made, AT&T had the majority of that market, too.

According to a 1986 survey by the ANPA Telecommunications Department of ANPA-member newspapers, 14 percent of the responding papers had chosen MCI, 6.5 percent Sprint and 2.5 percent Allnet, another national long distance company. The vast majority of the remainder were still with AT&T.

Why has AT&T retained such a large share of newspapers if they are so cost conscious? "Newspapers are very interested in quality and require quality telecommunications," says consultant Daubitz. Therefore, he says, newspapers have tended to be "more conservative" in their long distance choices.

Take the Chronicle-Tribune in Marion,

Workers of US Sprint lay fiber-optic cable in South Carolina.



Ind., a Gannett newspaper that decided to stay with its AT&T WATS service after testing MCI and Sprint a year ago.

"I just wasn't happy with the quality at that time," says Gary A. Stoffer, operations manager. "To me, dependability and service rate higher than cost *per se* as long as the cost is not completely out of line."

"In the field we are in, we can't afford to have problems. If our service is poor or we are having trouble contacting people or they are having trouble contacting us that is just not going to hack it."

Even the Star Tribune in Minneapolis is not leaping at the chance to save $47,000. Executives there are conducting quality tests before making a final decision.

Telecommunications experts say the quality gap between AT&T and alternative vendors is narrowing, thanks to the construction of new fiber-optic networks, the availability of more circuits in general and better connections to local networks.

At the same time, the price gap is narrowing. In large part, this is due to federal regulatory policy. In addition, AT&T has responded to its discount competitors by introducing a variety of new discount programs of its own, designed for business users.

Indications are that long distance prices will continue to be in flux. The FCC recently proposed to end its rate-of-return regulation of AT&T. Although AT&T's competitors hope this will halt the steep decline in long distance prices, some analysts say it will foster even more price chopping.

Because of the rapidly changing marketplace, telecommunications experts recommend newspapers review their long distance service frequently, even on a yearly basis, to make sure they are still getting the most for their long distance dollar.

"They may be doing everything right. But if they don't check periodically, they won't know that," says Deborah S. Walker, ANPA telecommunications systems specialist. "Long distance tariffs and long distance services have been changing so quickly that even if you did a traffic study two years ago, that might not be valid today."

GROWING MARKETPLACE. Although the changes have accelerated in recent years, they really began in 1963 when Microwave Communications Inc. petitioned the FCC for permission to build a microwave transmission system between Chicago and St. Louis. Six years later, the FCC granted the request, and, in 1972, MCI became the first alternative long distance carrier, providing service between those two points.

A series of subsequent regulatory and legal decisions encouraged others to compete, and before long where there was once a single long distance carrier there were now hundreds. The FCC's current estimate of 561 is based on reports it receives from the seven regional Bell operating companies that were separated from AT&T's long distance operation by the 1984 breakup of Ma Bell.

Of the 47 states in which the BOCs are located, Vermont and Maine have the smallest number of long distance carriers operating, 15; Texas has the largest, 178. The FCC observes, however, that a carrier may concentrate its efforts in serving only a few exchanges or a small portion of a state.

Only a handful of the very largest long distance companies have their own networks and are categorized as common carriers. The vast majority are "resellers"—companies that purchase long distance service in large units and resell it at a discount. Even a newspaper company has gotten into that market. (See story, p. 10.)

Although AT&T's long distance competitors came on the scene offering big discounts off AT&T prices, that no longer is the case. For instance, MCI's initial average discount was "somewhere around 40 percent," says John R. Houser, public relations manager in MCI's Corporate News Bureau. Now, MCI's prices "are on the average of 10 percent lower than AT&T's." He points to an increase in access charges that MCI must pay to local telephone companies as one reason for the dwindling difference.

In 1984, the FCC required local telephone companies to provide network access to all long distance companies on a basis equal to AT&T. Before then, AT&T's competitors had less efficient network connections that required customers to use long access codes when placing a call, but the competitors also had been paying only about half what AT&T paid for access to the local network.

At the same time access costs have been going up for its competitors, AT&T's long distance prices have been coming down. Its prices have dropped more than 30 percent since 1984 largely because the FCC shifted to local customers some of the fixed or so-called "non-traffic sensitive" costs of operating the local telephone system. Long distance carriers traditionally bore those costs.

Because FCC policy restricts AT&T to only a 12.2-percent return on its investment, the agency has ordered the company to reduce its long distance prices as it realized these savings. AT&T is the only long distance carrier subject to profit regulation, a vestige of its days as a monopoly carrier.

At its Aug. 5 meeting, the FCC unani-

According to an ANPA survey, 14 percent of responding papers had chosen MCI, 6.5 percent Sprint and 2.5 percent Allnet. The vast majority of the remainder were still with AT&T.

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mously approved a plan to scrap rate-of-return regulation in favor of another regulatory scheme that would cap prices for AT&T services.

AT&T competitors' assessment that the deregulation plan will stop AT&T's price cutting is "foolish," says research analyst Jack B. Grubman of PaineWebber Inc. in New York City. Prices will continue to go down under price-cap regulation, Grubman believes.

"Any deal that is cut will include AT&T continuing to have to flow through any decreases" in local network costs, Grubman says. In addition, AT&T will have an incentive to increase productivity, which also will be reflected in lower prices.

ART OF CHOOSING. When evaluating competing long distance companies, telecommunications consultants say newspapers should look at their own calling patterns, including: number of calls per month, cost, duration, what time of day they are being made and where they are going. Armed with this information, newspaper executives can shop for the company whose rate structure is most beneficial for a given situation.

Consultants say the most cost-effective choice may not be a single service but several different services.

When it began looking into whether it should switch long distance carriers, the Star Tribune in Minneapolis used its personal-computer-based, call-accounting system to help analyze costs supplied by different vendors. The system records all of the newspaper's outgoing long distance calls as they are channeled through its PBX system.

Vendors generally take a customer's monthly bill and make cost comparisons, says Meggitt. But they may make certain "assumptions" that may be false, simply because the bill does not contain sufficient detail, he says. The newspaper's call-accounting system was able to provide a more accurate comparison.

Smaller newspapers that make most of their long distance calls in-state should be sure to point out that fact when talking to vendors, says Helen Y. Craley, owner of a West Chester, Pa., consulting firm Craley Associates. The rate structure for intra-state calls may be entirely different from that for inter-state, largely because of state regulatory requirements.

Craley also urges newspapers to inquire about additional service fees. "Most of the vendors have gotten away from installation and termination charges, but if you don't ask you don't know," she says.

For some newspapers, especially larger

Even a Newspaper is a Long-Distance Carrier

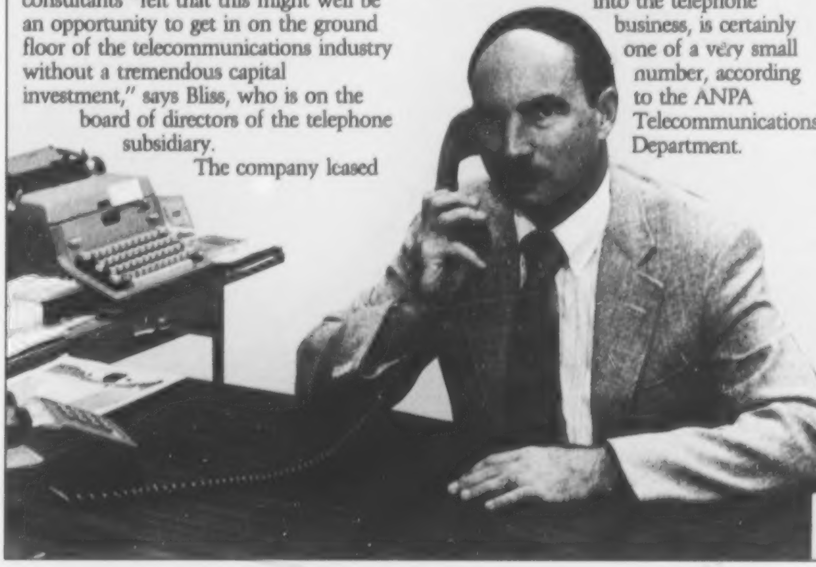
What happens when a newspaper company goes into the long distance telephone business?

For one thing, says Sidney H. Bliss, general manager of The Janesville (Wis.) Gazette, "We are our own best customer."

Gazette Printing Co., which owns the 29,592-circulation evening daily, became a reseller of long distance service about three years ago, following the breakup of AT&T. Several communications consultants "felt that this might well be an opportunity to get in on the ground floor of the telecommunications industry without a tremendous capital investment," says Bliss, who is on the board of directors of the telephone subsidiary.

The company leased the necessary switching equipment, installed it in the basement of its newspaper offices, and Wisconsin Telecommunications Technology Inc. was born. Its full-time staff is made up of a manager, a bookkeeper who doubles as a computer systems manager, and a telemarketing representative. The subsidiary's operations are overseen by the printing company's engineer.

Gazette Printing, if not the only newspaper company to have diversified into the telephone business, is certainly one of a very small number, according to the ANPA Telecommunications Department.



"It's a fun business, but it is a very, very frustrating business in that it seems to change almost on a daily basis," says newspaperman Bliss. "For a very small reseller, which is what we would be classed as, it is very difficult to keep abreast of the bureaucracy."

AT&T's rate-cutting has had an impact on the Janesville operation, as it has on other resellers who have had to reduce their rates to keep competitive. "The profit margins in the business are not what they were three years ago," says Bliss, "but they remain sufficient to generate profit when an acceptable level of traffic volume is achieved."

Currently, the company has about 1,000 customers, about 75 percent of them business users.

The discounts his company offers compensate for the "relatively small" difference in quality compared with what they have been used to with AT&T. "I think the quality issue is becoming less and less a factor," he says, since the company began transmitting some traffic over a fiber-optic network built by a consortium of power companies.

"In all honesty, this has not to date been a money-making venture," Bliss says. But, he adds, he is optimistic it will start making a profit by year-end.

Newspaperman Bliss also serves as phone company board member.

ones, telecommunications consultants say the most cost-effective choice in long distance may not be a single service but several different services from one or more vendors. Larger phone systems, generally with more than 50 extensions, can be equipped with software packages that will choose the least costly path for a given call from several different service options.

Consultants also advise newspapers not to stop their long distance shopping when they have determined which carrier is the cheapest. "If you take the schedules that all the different carriers present you and base your judgment on cost presented alone, you probably are not going to make the right decision," says consultant Kirby of Comtrol Corp.

Newspapers should have some insight into the "less obvious" factors associated with the services being offered, he says, "such as the billing technologies, the access delays that you might encounter and the quality of transmission."

Although consultants say that on the whole quality has improved, one of them, Craley, cautions that quality may vary depending on the geographic area in which the newspaper is located and where its calls are going. She suggests that newspapers try out each vendor's service, perhaps by making 10 calls to frequently dialed areas. She also advises asking about the composition of the long distance vendor's network. Is it microwave, satellite, or fiber optics? "Many vendors at this point are using a hodge-podge of those three types of services. . . . Satellite is probably the least best in terms of quality," she says.

Fiber optics is touted as the best, especially by US Sprint which is building the first national fiber-optic network.

ADDITIONAL HINTS. Some of the other things consultants say newspapers should look out for are:

- How long it takes to connect the call. With alternative carriers the call frequently is not immediately connected, as it is with AT&T, notes Kirby.
- How the vendor knows whether a call has been answered. "There is a greater possiblity with the alternative carriers that calls not completed will show" on a monthly bill, Kirby says. However, this problem is being resolved because as alternative companies have acquired access to the local network on the same basis as AT&T, they also have obtained the same "answer supervision" technology that AT&T uses.
- How calls are billed. While some long distance companies bill in six-second increments, others may round the call up to the next whole minute, says Craley. She also advises newspapers to determine whether there are higher or lower charges for the initial minutes of the call.
- Billing information. Some vendors also load their monthly bills with extensive details that may be attractive to some newspapers. According to consultant Daubitz, one of his newspaper clients, The Knoxville News-Sentinel, chose a local long distance reseller, Call U.S., because it allowed the newspaper to provide its employees with account codes that are reflected on its bill, telling who placed what calls. It essentially performs the same function as a call-accounting system attached to the newspaper's PBX, Daubitz says. "Instead of investing, say $40,000, they are getting this feature at no charge from this specialized reseller."

Finally, telecommunications experts advise newspapers to look at the long-term financial viability of the company. "Some of your smaller carriers . . . are going to be competitive up to a certain degree, and then they just might fold," says Craley.

Indeed, some experts think that consolidation has already begun in the long distance business. "In five or 10 years, you will see no more than three or four long distance companies," says Robert T. Dwyer, senior editor of *Telecom Factbook*, produced by Television Digest Inc. "There isn't the profit there used to be." ☐

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TYPE SIZES

Newspapers make their columns easier to read by careful selection of type, computer enhancements

BY GENE GOLTZ
presstime staff writer

Many newspapers in the United States and Canada are using larger type. Others are choosing new typefaces that *appear* to be larger.

But so far, this trend has not been in response to the widely publicized "graying of America." Newspaper designers and editors say there has been no clamor among the aging population for enhanced legibility in newspapers.

In fact, the most vocal advocates of larger type have been readers of agate sports statistics and stock listings, says Roger F. Fidler, corporate director of graphics and newsroom technology at Knight-Ridder Inc.

David B. Gray, graphics editor for the Providence Journal and Bulletin, says another reason some newspapers have gone to a larger type size is a deterioration in the quality of their newsprint.

Mario Garcia, associate director of The Poynter Institute for Media Studies, estimates that 80 percent of newspapers in the United States currently use 9-point type on 10-point leading.

About two-thirds of 180 papers represented at an October 1986 meeting of the Society of Newspaper Design reported they had increased their type size in the previous five years.

Yet a **presstime** sample of more than 30 editors and designers found only one who cited an aging readership as prompting an increase in point size.

That paper, the St. Petersburg Times, is published in a retirement haven. "Last year we decided, given the age of our readership, to increase the type size to 10-point" on 10.3-point line space or "leading," says Neville Green, deputy managing editor. The Times had been using 8.5-point since the 1970s, when tight newsprint supplies prompted a drop from 9-point.

In the week after the most recent change, Green says, the Times received 250 letters hailing the more readable type.

Although St. Petersburg's demographics make it an unusual case, many experts suggest that newspapers across the country may have to make similar modifications in coming years to meet the special needs of an older readership.

The American Association of Retired Persons projects that the number of Americans 55 years of age or older will grow from 51 million in 1985 to 60 million by the year 2000. Many older Americans have "some difficulty seeing," AARP observes.

The executive director of the National Association for the Visually Handicapped, Lorraine H. Marchi, says, "We don't know exactly what the demand is, but older Americans would certainly like to see large-type publications."

Only one daily newspaper, The New York Times, currently publishes a large-type edition for visually impaired readers. The Times' large-type weekly is a 36-page tabloid set in 16-point body type. The stories are a representative section of the week's news, plus features, a sampling of editorial cartoons from around the country and a crossword puzzle.

The large-type edition, introduced in 1967, costs $48 a year in the United States and $61 a year elsewhere—prices that Marchi calls "scandalously expensive." Circulation has been holding steady at about 8,000.

At other newspapers, the move to larger type for regular editions is being accomplished without a major sacrifice in the number of words that get into the paper. That's because computerized photocomposition makes it possible to "kern"—reduce the space between letters—and to condense the larger type, thus avoiding a significant decrease in the number of letters per line.

For example, by kerning its larger type, the St. Petersburg Times minimized the loss of words in the newshole when it switched to 10-point type, Green says. The reduction of 8 to 10 percent was considered an acceptable tradeoff for greater readability, he adds.

According to Art Director Johnny Maupin, The Courier-Journal of Louisville had no appreciable loss of words per page when it switched this year from 8.5-point type on 9-point leading to 9.5-point on 9.7-point because the paper kerned the type and cut down on white space.

The Hamilton (Ontario) Spectator is kerning and condensing its new 9-point type to maintain the same approximate number of letters per line yielded by the old 8.5-point type, says Stan Kwapisinski, creative supervisor for advertising. The Spectator's efforts to improve legibility date back five years, he says, when the staff began looking into "which type faces were more suitable, less tiring to the eye."

In the old days of hot type, of course, type could not be squeezed. Characters were formed by inflexible, metallic matrices. Photocomposition offers "tremendous versatility," Kwapisinski says. "You could go to 8.501 points if you wanted to."

Because of computer flexibility in changing type sizes and shapes, some design experts tend to disregard point values entirely when describing the size of type today. As Gray of the Providence papers puts it, "Point size as a frame of reference is almost totally irrelevant today."

Designers warn, however, that type that is too condensed can be hard to read.

The designers also say that careful selection of typefaces is an integral part of any effort to improve legibility.

The key here is how a typeface treats "descenders"—small letters such as "p" that plunge into the white space below the line; "ascenders" for letters like "d" that have the opposite effect; and the "x-height"—the height of a small letter without ascenders or descenders.

The x-height of a typeface with small ascenders and descenders will appear to be a larger point size than it actually is, typographical experts say.

Using the right typeface in a decent size and without overly condensing it can make a newspaper much more legible, designers say—and readers of all ages will be appreciative. □

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Courier-Journal changed type from 8.5 on 9 (left) to 9.5 on 9.7.

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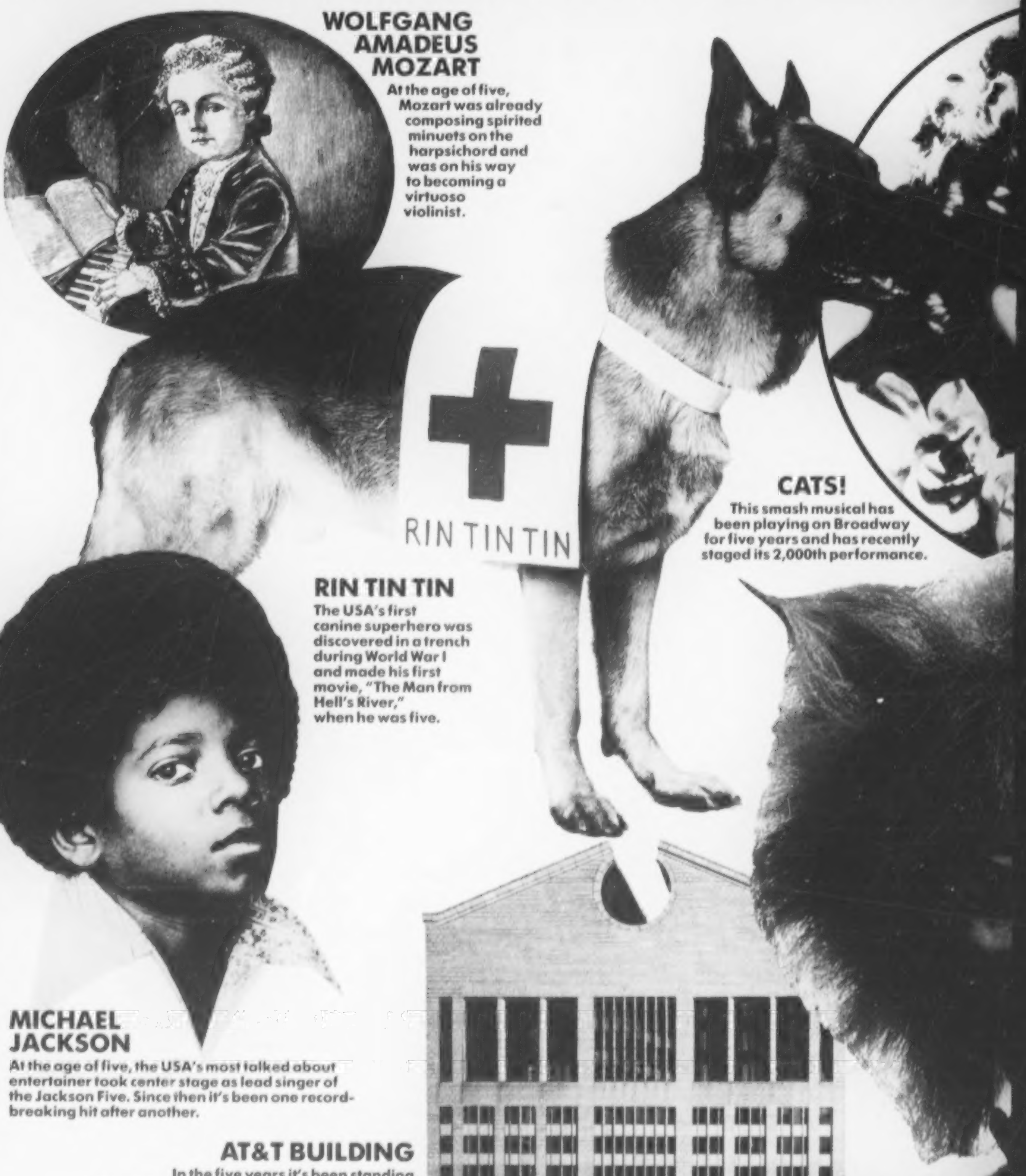

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PIONEERS IN

Newspapers of all sizes have played an important role in the development of new and better production equipment

BY ROSALIND C. TRUITT
presstime technical writer

From the newsroom to the pressroom to the mailroom, the benefits of technological breakthroughs are key to the current robustness of the newspaper business.

Development of all the whiz-bang equipment and processes that mark today's newspapers owe much to researchers and engineers at ANPA and at various equipment vendors. Yet, some publishers had to be willing to open up their newspaper plants to test these untried devices on a daily basis and to risk disruption and even failure.

In short, pioneers were needed.

Fortunately, the newspaper business has had them. They are a major reason why cold type, offset presses, video display terminals and other innovations of the past 40 years are in common use today.

Pioneering activity generally has taken two forms. One is field-testing a prototype or a system that has yet to be sold on the open market. The other is buying first-of-its-kind equipment that very likely could have bugs to be worked out.

"Without that kind of production testing, there is no doubt the implementation of such technology would have been retarded several years," says William D. Rinehart, ANPA vice president/technical. "We (ANPA staff) can run lab tests all we want, but the real test of equipment comes with thorough use in a newspaper operation. That's the only way to find out whether something works or not."

Take the neonatal days of VDTs, for example. One of the first newspapers to try out new, rudimentary computer terminals in the early 1970s was Cocoa Today, now called Florida Today. Systems Editor Ed Wentworth says testing the equipment manufactured by Harris Corp. was like working in a fish bowl. He recalls editing stories with crowds of people looking over his shoulder and at the same time having to deal with the frustration of a system that crashed almost daily and met heavy early resistance by employees.

But it was worth it. Wentworth says he firmly believes that early work made possible the kinds of editing and writing functions now taken for granted in most newsrooms.

In any such ventures, however, there are risks, and payback is not guaranteed. Why would a newspaper shoulder such a burden for the rest of the industry? From interviews with newspaper executives, these reasons emerge:

- Some newspapers test out of a sense of duty. "It's a matter of caring not only for your own newspaper but for everyone in the industry," says John J. McGann, editor and publisher of the South Bend (Ind.) Tribune. "All newspapers benefit from what one newspaper learns," he says.
- Some enjoy being perceived as an aggressive, take-charge operation. Testing often draws industry attention ranging from stories written about the program to visits by other newspapers' personnel.

"There's something satisfying about being a technological pioneer," says F. Robert Woodward Jr., executive vice president of the Telegraph-Herald in Dubuque, Iowa, the first daily to buy a double-width offset press. "There is a sense of pride in being the first. When you take a risk, there's always the danger it will become an albatross. But when you succeed, it's a great lark. It's fun being the center of attention. And we believed what we were doing was important."

- Testing new equipment keeps employees from getting stale. "It keeps us interested, fresh," says Jerry S. DeHimer, director/operations for the Providence Journal Co.

The company, which publishes The Providence Journal and The Evening Bulletin, has experimented with new equipment ranging from flexographic presses to computer systems. "It's exciting coming to work," DeHimer says. "Our people can't wait to get their hands on something new."

Cocoa Today was one of the first to use new VDTs in the early 1970s.

- It makes good business sense. Newspaper executives are always interested in implementing new, cost-effective technology.

"This may be a generalization, but when a newspaper is well-run, there seems to be more time to think about ways to run it better," says Edward R. Padilla, a former production chief at several newspapers and now chief executive officer for MAN Roland USA Inc. Managers at such companies "have time to think about where the company is, where it should go and what needs to be done to accomplish that. Those kinds of well-thought-out ideas result in newspapers that are willing to try something new in order to improve their operations."

HISTORY OF PROGRESS. These days something new might mean a digital color scanner or a personal computer-based display advertising system. Or a publisher might have to choose from a dizzying array of printing press options, from flexo to the next generation of offset press.

The way was paved for such innovations in large part by technological experimentation by newspapers, and it continues to this day.

"There is more testing today than ever before," says George Cashau, ANPA director/technical research. "Newspapers are getting more adventurous because they realize the tremendous benefits they receive if they achieve a breakthrough."

One of the first North American newspapers to qualify for the technology-pioneer label was The Daily World of Opelousas, La., and the technology it experimented with was offset printing. In 1939, it began

TECHNOLOGY

printing a daily tabloid on an offset press.

The move to offset occurred originally at mostly smaller newspapers. An early leader of the movement was Staley T. McBrayer, then publisher of the News-Texan and a group of other small daily and weekly newspapers in the Arlington, Texas, area. McBrayer was such a believer in the new printing technology that he had an offset press, appropriately named the Vanguard, designed for his operation.

In the 1960s, larger newspapers began testing and using offset. They included the Dubuque daily, the St. Louis Post Dispatch, and the St. Petersburg Times.

The next major technological advance fostered by newspapers' venturing spirit was photocomposition, or cold type, which took off in the 1950s. Newspapers discovered that cold type was less time-consuming, provided sharper resolution, and allowed them to use more graphics and color. Newspapers like The Patriot Ledger in Quincy, Mass., the South Bend daily, the St. Petersburg Times, the St. Paul Pioneer Press and Dispatch, and The Miami Herald were early users.

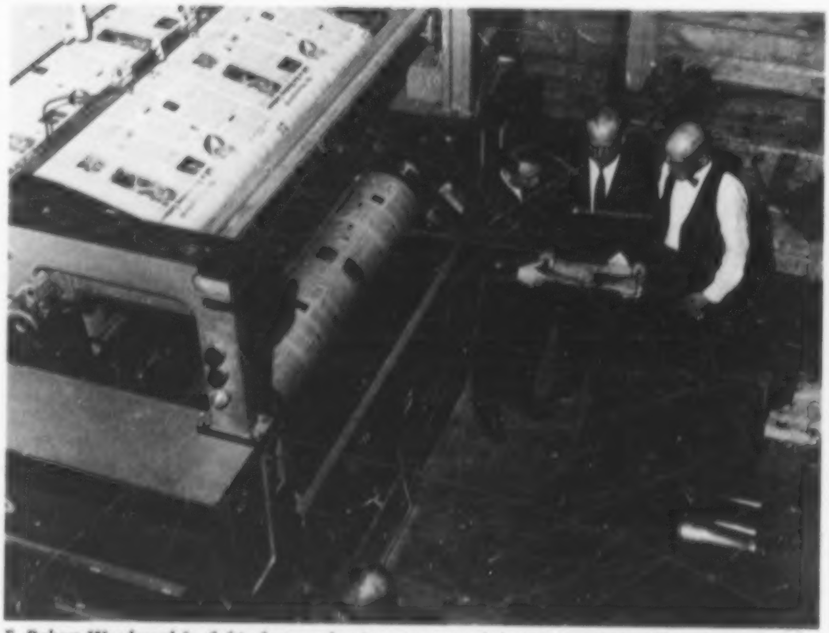
The Quincy newspaper conducted extensive field tests in cold type under the leadership of its then-publisher, G. Prescott Low.

Low helped establish the Graphic Arts Research Foundation that developed the Photon machine in the 1950s. The machine, which was used to set type photographically, was first tested at The Patriot Ledger beginning in 1954 and later was widely used by other newspapers.

By the time video display terminals emerged in the late 1960s and early '70s, the newspaper business already had a track record for pioneering. One of the first in line behind Cocoa Today to test and install the new VDTs was The Daily Oklahoman of Oklahoma City.

Since that time, digital computers have played an increasingly greater role in all aspects of newspaper operations. From pagination devices to color scanners, from press controls to automatic guided vehicles for newsprint handling, newspapers have taken the equipment into their plants for testing and refining.

And the testing is not confined to equipment. The Peoria (Ill.) Journal Star, The Bakersfield Californian and other papers have successfully tested newsprint made from kenaf, a fast-growing fibrous plant.



F. Robert Woodward Jr. (left), then-production manager of the Telegraph-Herald in Dubuque, his father, F. Robert Woodward Sr., and grandfather, the late Fred W. Woodward, examine print quality from early doublewidth offset press. Photo was taken in October 1965.

NO SIZE LIMITS. Although many new technologies made their debut at small newspapers and then spread throughout the business, that has not always been the case. Testing of new equipment and processes has been conducted by newspapers of all sizes.

Smaller papers may be most flexible in accommodating production tests, but larger ones may give equipment a more strenuous workout and be able to keep more detailed test records.

The Washington Post, for example, has tested flexography and has provided some interesting statistics comparing offset and flexo that only a big paper could compile.

Another large newspaper that took technological chances and won is the St. Louis Post-Dispatch. Alex T. Primm, now retired as Post-Dispatch business manager, says the decision for that newspaper to go offset was a hard one to make in 1968. The newspaper was the first big metropolitan daily to take that route, and Primm says it was five or six years before all the bugs were worked out.

"We knew we would need offset to take full advantage of the cold-type process and of computers," Primm says. "At the time, the smaller newspapers were finding offset useful, but we were a large newspaper and there was some doubt about using it with an operation of our size."

There were some late press runs and times when the presses went down altogether. Yet, Primm says, the newspaper never seriously considered going back to letterpress.

Nestled between very big and very small publications are many medium-sized newspapers that conveniently take up the slack. They often can conduct more sophisticated testing than small plants and can devote more time to the tasks than their metro counterparts.

The Express in Easton, Pa., is one such

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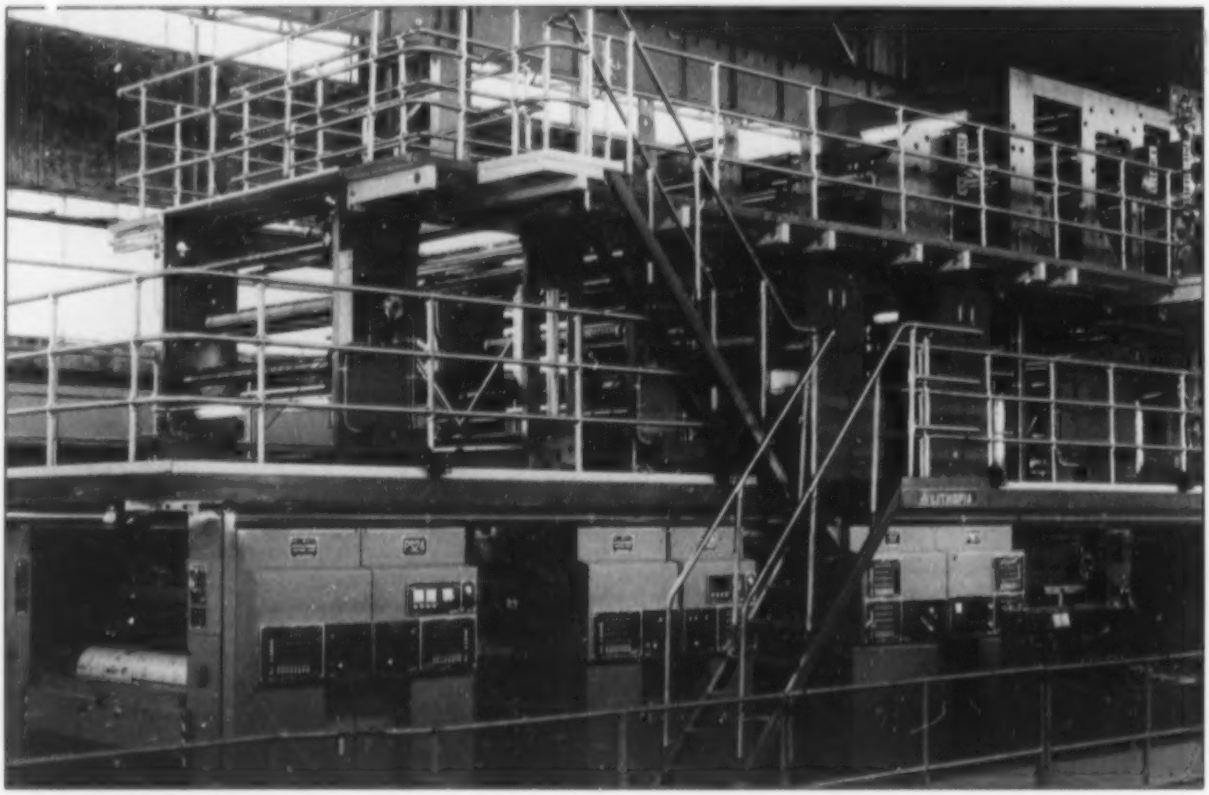

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mid-size daily. It was spurred on by its late president, J. Laurence Stackhouse, a firm believer in the benefits of technology. In 1948, Stackhouse was involved in the establishment of the ANPA Research Institute in Easton.

The Express tested a variety of equipment developed by ANPA, including an anilox inking system that was the forerunner for newspaper flexography.

The Telegraph Herald of Dubuque in the mid-1960s helped speed use of offset in daily newspapers with its purchase of a Goss double-width offset press. The company demonstrated that the process was viable for bigger publications.

"There was no break-in period at all. One day we were letterpress and the next we were offset," recalls Executive Vice President Woodward. "We were definitely guinea pigs, but we were faced with either going with an untried prototype or purchasing a letterpress press that would be out of date in less than five years," he explains.

The South Bend Tribune, under leadership of its longtime editor and publisher, Franklin D. Schurz Sr., who died earlier this year, was among the first to adopt photocomposition. It also did much of the early testing of the ANPA-Dow rapid etching process and was the first to test the W.R. Grace Letterflex plate, a more flexible and lightweight plate for letterpress presses.

COOPERATIVE WORKERS. Regardless of the size of the pioneering paper, executives involved say success hinges largely on cooperation of the workforce. In many cases a special agreement must be worked out with labor unions.

For example, the Providence dailies have tested Atex systems, Camex Breeze composition terminals and other equipment after agreeing with its various unions that no one would lose a job because of automation or computerization, says DeHimer.

Other newspaper executives say they have made similar labor arrangements.

However, many newspapers that have engaged in testing programs have no unions and have been relatively free to carry out production changes as they see fit. That is a major reason many technological innovations have flowed from smaller to larger newspapers, publishers say.

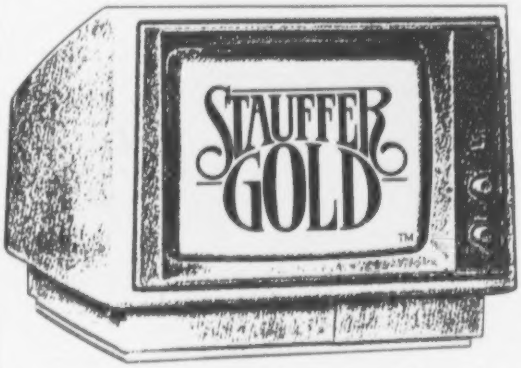
Regardless of whether unions are involved, executives agree that it would be very hard to introduce new technology without employees' enthusiastic cooperation.

Wentworth of Florida Today says the resistance he encountered during early VDT testing came partly from staff members who were miffed at having to learn new equipment. "Computers can be a little intimidating, but once people began using them, seeing what they could do, there was less resistance," he says.

Not everyone, however, wants to be a pioneer. Some newspaper executives say they have policies that their papers would not be the first to try any untested equipment or process.

Wentworth speaks for the other school. "You can't do that," he says. "While you're waiting for something to be perfected, the next stage will come along and you won't know anything about the first stage."

Adds DeHimer of Providence: "I'm not saying we've never run a little late (on the press run as a result of testing), but the benefits have been substantial. It keeps us looking for ways to improve." ☐



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Special Report

TRAINING TAKES ON A MORE VITAL ROLE

Newspapers of all sizes are sending more employees to seminars and workshops to acquire new skills

BY CLARK NEWSOM
presstime labor writer

In January 1980, a **presstime** report assessing the decade then beginning predicted that employee training in the newspaper business was likely to increase significantly during the 1980s for two reasons. First, the business would continue to change, and second, more efficient use of human resources would be required to meet increased competition in the media marketplace.

Those predictions have come true.

"We're turning up the fire," says Rob Reed, director of training for Knight-Ridder Inc. "The demand continues to grow." In fact, training has grown to such an extent that some of the larger newspaper companies are now marketing training programs to other papers. (See story, p. 25.)

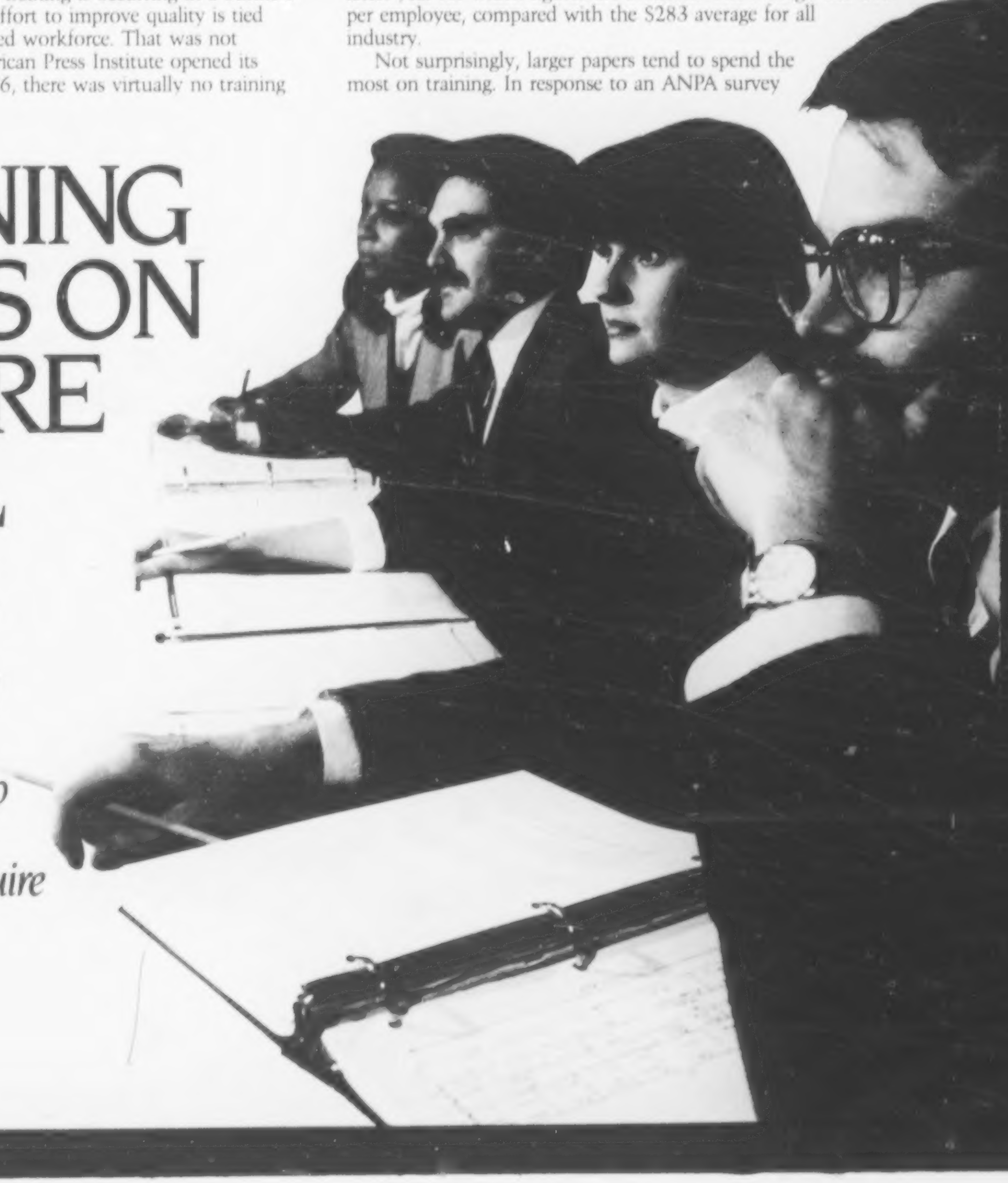
"Training spans an incredibly broad area," observes Edward N. Baron, director of training and development for Gannett Co. in Arlington, Va. "It's anything that improves job performance. Sometimes it's as simple as coaching between manager and employee. Sometimes it means going off to Harvard."

Whichever direction it takes, training is occurring in a business that increasingly recognizes its effort to improve quality is tied directly to attaining a well-trained workforce. That was not always the case. Until the American Press Institute opened its doors in New York City in 1946, there was virtually no training of newspaper personnel conducted outside the plant.

"Newspapers were not among the leaders in training and developing people," says Sam S. McKeel, publisher and chairman of Philadelphia Newspapers Inc. "We didn't develop people the way we should for their own benefit and the benefit of our own individual newspapers. We simply hired people and put them to work." But now, he says, "We've developed into a major industry with more opportunities for professionals to develop. It's a new day in working with people."

That "new day" has made training itself a big business. U.S. companies spend about $30 billion annually on formal employee training, according to the American Society for Training and Development, which represents some 50,000 professionals in the field. Although figures for newspapers are not available, Anthony P. Carnevale, ASTD's chief economist and vice president for national affairs, says the U.S. printing and publishing industry—including newspaper, magazine and book publishing and commercial printing—spent $300 million on training in 1984, the latest year for which figures are available. The average was $167 per employee, compared with the $283 average for all industry.

Not surprisingly, larger papers tend to spend the most on training. In response to an ANPA survey



of member newspapers earlier this year, 67 percent of the 70 respondents with circulations above 100,000 said they budgeted in excess of $25,000 a year for training activities, with 19 of those setting aside more than $100,000 and five more than $250,000. Of the 100 respondents with less than 25,000 circulation, 42 percent budgeted less than $5,000.

Yet a sizable number of small papers, too, are putting more of their resources into training. "We're a small company, but we spend about $60,000 a year on training activities," says Charles A. Lyons, president of Chesapeake Publishing Corp. in Easton, Md., publisher of the 12,044-circulation daily Star-Democrat of Easton and 20 weekly and semiweekly community newspapers. "In tough economic times, historically, the first cuts were in training," Lyons says. "Now there is more commitment to preserve that role than there has been before."

One reflection of the splurge in training is the registration figures for the various out-of-plant programs. At API, for example, registration now averages about 1,200 a year compared with 850 in the early 1980s. And at ANPA, where the number of seminars and workshop sessions has increased from 40 in 1980 to 58 planned for 1988, the number of registrants has grown from less than 800 to just over 1,000 this year.

Morris Communications Corp.'s Beauchamp (standing, right) and Bruce Metts, Morris' tax manager, lead discussion in seminar for accounting personnel.

Phillip Mosier, Morris Communications Corp.

Reasons for the increases are many, but chief among them is the recognition that training is tied to enhanced productivity.

"We need to help people become proficient as soon as possible, because the expectations of people coming into the industry today are high," says Knight-Ridder's Reed. "We keep selecting people who are more and more attracted to achievement. After tremendous capital outlays during the past couple of years, the human element has to be supported."

The greatest emphasis is on supervisory training, and it's by no means limited to the larger papers. "I'm getting more calls from smaller newspapers that see they need to develop managers," says Sara Brown, president of Sara Brown & Associates of Washington, D.C., a consulting service on management development and human resources. Newspapers "are interested in going beyond skills training. They see they need to do a better job in coaching their staffs," says Brown, a former newspaper executive and one-time president of the Newspaper Personnel Relations Association.

The range of today's training programs covers nearly every job to be found in a newspaper plant, from strategic planning for top executives to technical skills for craftsmen. It embodies newer concerns such as how to handle the AIDS threat in the workplace to more prosaic ones such as how to improve skills of garage mechanics. But, according to results of the ANPA survey, most newspapers currently are stressing advertising and circulation sales training. Other areas receiving high priority are writing skills, career development, time management and customer service.

Training experts believe the emphasis on sales training will continue in the near future. "We'll still be looking at selling skills," says Clifford C. Hebard, training manager for the Syracuse Herald-Journal and The Post-Standard. Another training specialist, Stirling S. Rasmussen of The Washington Post, says, "We'll continue to focus on the advertising sales representative as a 'marketing advisor' for the customer."

The explosion in training programs at newspapers has sparked rapid growth in the ranks of people responsible for them. The number of full-time, in-house training and development managers in the newspaper business has jumped from 30 to 50 in the past three years [**presstime**, Nov. 1984, p. 26], and that's only part of the story. There are also hundreds of newspaper employees—including writing coaches and sales trainers—who devote part of their time to training in specific areas. (See story, p. 62.)

The trend is for trainers to become internal consultants, says Rasmussen, manager of organization development and training at the Post. "It used to be: 'Tell me what you need, and I'll put it together.'" Nowadays, he says, trainers do not just put on classes; they get involved in the working relationships between departments.

The burgeoning newspaper-training field is not without problems, however. A continuing one is finding the time in such a labor-intensive business to send key employees to outside training sessions whose special programs aren't available in-plant. This is a particular challenge for smaller papers with limited work forces. One answer is to schedule such sessions on weekends. The Mid-America Press Institute in Carbondale, Ill., which offers editorial training to its more than 100 member newspapers, has used such a schedule with success.

Another problem is an ongoing one of structuring training programs that address concerns and offer solutions that are relevant to an ever-changing work environment.

Although some trainees occasionally raise the question of relevancy, ANPA Manager/Training Services Stephen E. Palmedo says such criticism is rare because of the unusual willingness newspaper people have to discuss in a workshop setting the problems they have faced. "Not all industries are willing to share information the way the newspaper industry does," he says.

TRAINING NEW MANAGERS. The need for training is particularly acute, experts say, for individuals who suddenly gain supervisory status. Most such training is done in-house, but many papers take advantage of outside resources to complement their staff efforts.

"We give training to everybody who supervises anybody," says Don P. Campbell, publisher of The Columbian in Vancouver, Wash.

Another mid-size paper, the Binghamton (N.Y.) Press & Sun-Bulletin, started an in-plant supervisory training program in 1984

"After tremendous capital outlays during the past couple of years, the human element has to be supported."

Rob Reed
Knight-Ridder Inc.

called "Managing for Excellence." It is attended by all new supervisors and potential supervisors, usually a group of 15 to 16 people. The 12 sessions, completed during a three-month period, run from two to eight hours each. A session on affirmative action, for example, is two hours, while one on interviewing and selecting new hires lasts all day. "It helps people new to management know what management is about," says Director of Employee Relations Dorothy M. Petrulis. "They learn the newspaper's policies and procedures." Petrulis says she budgets $4,000 for the program, which is conducted by herself and department heads.

The 90 dailies in the Gannett group, of which the Binghamton paper is one, have a large resource of training material available from corporate headquarters. The company's training and development library has more than 800 films, videotapes, books and slide programs. Training director Baron also subscribes to an electronic database service that provides up-to-date information on training programs.

Ottaway Newspapers Inc., the Dow Jones & Co. subsidiary that publishes 22 small and mid-size dailies, trains an average of 225 managerial employees a year at the company's conference center in Campbell Hall, N.Y. About 12 seminars a year are held, with three or four for newsroom managers and the rest for circulation, advertising, production and business office managers.

Vice President/News Avrom N. Romm, who oversees the seminars, says, "We expect each newspaper to have a training supervisor," such as a city editor charged with overseeing the training of reporters.

Two other newspaper companies that are getting into supervisory training in a big way are Lee Enterprises Inc. and Morris Communications Corp.

Lee, which has 18 dailies, this year reorganized its corporate Human Resources Department to place greater emphasis on training and appointed its first corporate director of training and development. "Much of our effort focuses on enhancing people's skills to cope with the changing marketplace and technology," says Floyd Whellan, vice president of human resources for the Davenport, Iowa-based group.

At the request of its publishers, Lee has developed a new supervisory training program called STAR (Supervisor Training and Review). It is conducted a half day a week over 10 weeks. This is in addition to Lee's other in-house acronymic programs called LEAP (Lee Executive Advertising Program) and MORE (Meeting Our Readers' Expectations).

At Morris Communications of Augusta, Ga., owner of 14 dailies, supervisory training became a higher priority after the hiring in 1985 of William I. Beauchamp as its first corporate training director. "We will be adding a major, company-wide supervisory program now that we have completed our basic mid-level and upper management programs," says Beauchamp. As at Lee, the in-house programs were developed on recommendations from each newspaper.

For Many Newsrooms, Training Comes on the Job

BY JACQUELINE L. ADAMS

Editors know something young journalism graduates don't know: A reporter really begins to learn the craft the first day on the first job. Before that, it's all just practice.

And not enough practice, some professionals complain.

"We just accept the idea that they won't be able to write very well," Arlin Albrecht says of new journalism grads. Albrecht is co-owner of two small dailies and 11 weeklies.

Roy W. Anderson, ANPA vice president/human resources, says newspaper people "expect reporters to come in from journalism schools with all the training in the world—but the real world is different."

If that is so, it would seem to make sense for small papers to invest some time in training young reporters. But with limited staffs responsible for getting the paper out each day, training is sometimes regarded as a "frill" and is often ignored.

"Overall, smaller newspapers don't have any formal training programs," says Anderson.

In their new book, *Managing Media Organizations*, professors John Lavine and Daniel Wackman of the University of Minnesota say the most important training is that conducted by managers on a day-to-day basis, usually in the form of one-on-one coaching.

At such a suggestion, the harried managing editor of a small newspaper is likely to groan, "Fine, but when am I supposed to do this?"

Although not all managers are in accord about the advantages and economics of training, they agree that it cannot be done without a financial commitment. Calling it "a management problem that's basic to a newspaper's priorities," Lee Stinnett, executive director of the American Society of Newspaper Editors, says there is "plenty of profit in the newspaper business" to support training—even on smaller papers.

Albrecht says it's not quite that easy.

At his Red Wing (Minn.) Independent Eagle—long considered a top-notch training ground for young reporters—"We have committed the resource to have an adequate news staff (in terms of size) so that editors can take the time to train," he says.

But, he adds, "it's a distinct economic sacrifice for us" to maintain that size—11 newsroom staffers for an 8,593-circulation paper. "If we were part of a large group, we wouldn't have that luxury. Profit would come first."

The key to training at the Red Wing paper is providing time for supervisors to work with reporters during the writing and editing process each day, according to Albrecht. He says top managers at some papers may be unwilling to budget for this

Adams is city editor of The Daily Inter Lake in Kalispell, Mont. This article is based on a report she prepared while a graduate student at the University of Minnesota, where she received a master's degree in journalism and mass communications last July.

"We're trying to come up with creative responses to the industry's most difficult problems."

Robert J. Haiman
The Poynter Institute

TRAINING THROUGH THE RANKS. Experts say, however, that the need for training should not stop at the supervisor level.

"Newspapers are not hierarchical, with a few order givers and many order executors, with a book on how to do everything," says ANPA Chairman George W. Wilson, president of the Concord (N.H.) Monitor. "Decisions, key decisions, must be made deep within and throughout the organization if we are to be quick on our feet and coordinate so many different tasks under great time pressure.

"Not only do people have to know their jobs well and be willing to take responsibility, they have to know what others are doing and how the parts fit together. Training is the only way to make that happen quickly and correctly."

Rasmussen of The Washington Post notes, "We need basic, on-the-job training for people coming into the business."

Although the training of non-supervisors also occurs mainly in the plant, it differs from supervisory training in that it usually is conducted on the job rather than in a classroom setting. In production departments, for example, newspapers rely heavily on the suppliers to train people on new equipment.

"We've always done a pretty good job of providing training experiences off-site," says Lyons of Chesapeake Publishing. "We began placing emphasis on in-house training five years ago." Smaller newspapers, he notes, hire "a lot of people just starting out. It may take a year or two before they make a contribution, and that's when you lose them" to larger papers. The continual turnover dictates continual training, which he calls "an ongoing investment."

According to newspaper human-resources experts, one of the adverse effects of employee turnover is that it exacerbates the ongoing problem of properly communicating with customers over the telephone.

The Austin (Texas) American-Statesman is one of the many newspapers that have developed customer relations training programs for advertising and circulation employees who work the phones. "We try to show them what obstacles may get in their way" to doing a good job, says Deborah Heintschel, training and development manager.

One of those obstacles could be poor time management. "If people can't control their time, they can't manage it," says Heintschel, who notes that the Austin daily has a time management program. The subject also is being addressed at Chesapeake Publishing where Lyons recently engaged consultant Brown for training editorial employees in time management.

Time management of a different sort is a nagging problem in all training. How, in the helter-skelter world of newspaper publishing, can precious hours or days be set aside to spring people loose to attend a training program?

"We have to find windows in production schedules to allow time for training," says David E. Brace, director of newsroom training at Ottaway Newspapers, who conducts on-site workshops tailored to the situation at the individual newspaper.

Though Often at a Considerable Inconvenience

sort of training because many of them rose through the advertising-business ranks and do not understand the needs of the news side.

Lavine, who in addition to his academic post owns four dailies and four weeklies in Wisconsin, follows his own advice about hands-on training in the newsroom.

At least once a year, he puts on a one-day seminar at each of his papers, talks to the newsroom staff as a whole and meets with each person individually.

In the individual meetings, he asks each reporter to pick some of his or her published stories, and he asks the editor also to pick a few. Lavine may choose some, too.

While the reporter looks on, Lavine edits the stories, commenting on everything from style to conceptual faults. Eventually he asks, "What would you do?" about a specific problem, thereby drawing the reporter into the editing process also.

Lavine holds separate discussions with his editors, giving them ideas for improving the work of their reporters.

Here are some of them:

- When editors assign stories, they should not simply tell the reporter what the assignment is. They should also question the reporter about the assignment to ascertain whether the reporter is ready to handle it.
- When a reporter returns from an assignment, the editor should ask him or her to summarize the story orally before writing it. Then the editor should ask for the lead only. This forces the reporter to think through the story, and it provides an opportunity to fix a faulty story before it is written.
- Reporters should be asked to edit stories they wrote for the paper a week earlier, with an eye toward finding their own writing errors. They should also read their work from a year ago to check progress and to spot bad habits.
- Reporters covering ongoing stories should furnish suggestions for follow-up articles. The reporter thus learns to think in terms of following through.

Lavine's papers also have weekly critique sessions at which emphasis is placed on what the staff did well. The editors of his four dailies critique each others' papers. And helpful articles from trade publications are circulated among the staffs.

Persistent on-the-job training programs such as Lavine's can be augmented by a variety of short courses and workshops sponsored by state and national press organizations, ASNE's Stinnett notes.

Stinnett offers another idea that combines in-house and outside-expert training: Get a college or university journalism teacher to work in the newsroom for the summer.

Most journalism schools have some faculty members with significant newsroom experience who might welcome a chance to keep their practical skills current. They could handle news assignments until deadline and spend the rest of the day coaching reporters, he suggests.

TRAINING
SEMINAR

B.J. Hately, training and development manager for the Los Angeles Times, emphasizes that a few hours invested in training can have a worthwhile payoff for employee and employer alike. "Employees who are learning and growing will be more skilled, more productive and more satisfied," she says.

The time factor is what makes weekend workshops, such as those conducted by the Mid-America Press Institute and some state press associations, especially appealing to smaller newspapers.

One paper has developed an unusual weekend training program to improve teamwork: It takes place on a sailboat. The "Interpersonal Skills Lab" is a "more intensive experience than a seminar or workshop," says Fran Chapman, training manager at Gannett's Fort Myers (Fla.) News-Press, who with her husband owns the 27-foot Catalina sailboat used in the program. Chapman signs up six employees from various departments for the trips into the Gulf of Mexico. The participants crew, thus learning teamwork, and the weekend ends with a debriefing session that stresses effective communication.

Chapman is also the author of a manual called "Hit the Road to Training," which describes how a newspaper of any size can start a training program for non-supervisors and supervisors alike. Free copies can be obtained from the News-Press.

WHO ARE THE TRAINERS? In addition to in-house training, literally thousands of newspaper employees from all departments are sent each year to off-site locations for specialized training. For organizations outside the business of publishing a newspaper every day or every week, there is a constant effort to keep their training useful and relevant to those on the front lines of newspapering.

"We are constantly reviewing the programs," says ANPA's Palmedo. "The content and format evolve as new participants bring new needs to the workshops. Because the workshops are so participatory, we can adjust the program at the suggestion of the participants."

ANPA's involvement in training dates from 1964, when a committee was set up to analyze supervisory training needs in the industry. The first supervisors' workshop was held in January 1965 at the University of Chicago's Center for Continuing Education, beginning a relationship with the university that continues today.

The Association's programs are often held in conjunction with other newspaper associations. For example, Palmedo says he is working with the University of Chicago and the International Newspaper Advertising and Marketing Executives on a new management skills workshop for advertising sales managers.

Registration fees for ANPA seminars and workshops range from $300 for certain two-day sessions to $1,900 (including meals and lodging) for some weeklong programs. The "hands-on" production seminars, taught by staff members and conducted at The Newspaper Center in Reston, Va., last one week and cost $575 [**presstime**, Sept. 1987, p. 56]. Arthur W. Boudreau, manager/technical training, says 3,336 people have attended the seminars since 1967.

Perhaps the best-known of all newspaper training programs are conducted by the American Press Institute, which moved from New York City to Reston—next door to The Newspaper Center—in 1974. More than 20,000 people have attended about 700 API seminars in the past 41 years, and next year's schedule calls for 42 seminars and workshops, all but nine of them in Reston. (See story, p. 62.) The seminars are led by a combination of API's seven-member professional staff and guest discussion leaders from newspapers and other fields.

API began as a training center for news-editorial employees but subsequently expanded its programs into advertising, circulation and business. Registration, or tuition, fees vary from $175 for a two-and-a-half-day regional workshop to $715 for a nine-day program. A new five-day program for senior executives—built around a computerized newspaper management simulation—will be introduced next year at a higher fee of $1,500.

Looking at the institute's future, API Chairman William O. Taylor, chairman and publisher of The Boston Globe, says he sees it "retaining what has been a highly successful combination of two key components: first, seminars and other special programs for the training of journalists in all areas of newspaper operations, and second, creative thinking that identifies and helps the industry prepare to deal with key issues and needs for the future."

API's staff leadership changed over the summer, with the resignation of Director Frank Quine and the retirement of Director of Development Malcolm F. Mallette. The newly appointed director, William L. Winter, joined the staff Sept. 1. "You can look back over the past decade at the number of newspapers that have folded and look at the general belt-tightening in the industry and see very clearly that this is a most competitive period for papers of all sizes," Winter says. "With that competitive environment comes an accelerating need for sophisticated training of persons at all levels in skill areas and in management techniques."

Besides API and ANPA, outside training is offered by numerous other organizations:

- The Poynter Institute For Media Studies in St. Petersburg has

API's first seminar in 1946 at Columbia University (left) for editors is in stark contrast to those held today at spacious facilities in Reston, Va.

a 1988 schedule that calls for 18 professional seminars, three more than in 1987. Attendance at the 1987 sessions is expected to reach 250 people. Founded in 1975, the institute owns a controlling interest in Times Publishing Co. of St. Petersburg, but its seminars are open to all newspapers. Tuition fees range from $525 for one-week programs to $735 for two-week programs.

Three new programs will be introduced next year. One will be on "whole journalism"—a combination of writing, editing, graphics and design. "It's obvious to us that the skills will have to overlap in the future," says Robert J. Haiman, president and managing director. Another seminar will be limited to three-person teams from six newspapers committed to a complete redesign. The other will be a four-day seminar on how the press should cover AIDS, the results of which will be published as a handbook for newspapers. "We're trying to come up with creative responses to the industry's most difficult problems," says Haiman.

- The Knight-Ridder Institute of Training in Miami, now in its 19th year, scheduled 32 seminars in 1987, up from 22 last year. Most of the seminars are open to participants from outside Knight-Ridder's 32 dailies. Registration fee for the five-day programs is $650. Training Director Reed says newsroom programs are being expanded from five to eight next year.
- The New England Newspaper Association in Salem, Mass., has directed much of its activities in this decade toward training, says Executive Director Morley L. Piper. "A lot of the programs are aimed at the working staff level rather than at the managers," he says. Last year, about 4,000 people from NENA's 92 dailies attended 60 different workshops and seminars covering all newspaper departments. "We've continued at the same pace in 1987," Piper says. The sessions are held in the states where NENA has members, and most discussion leaders come from member newspapers. Registration fees range from $50 for a one-day seminar to $150 for a three-day session.
- The Southern Newspaper Publishers Association Foundation in Atlanta scheduled 12 seminars this year and will have 15 in 1988. Like NENA, SNPA conducts seminars in its region. They cover newspaper operations and public issues. Registration fee is $100. "The trend for us is more emphasis on 'how to' type of seminars," says Executive Director Reginald E. Ivory.
- The Inland Daily Press Foundation in Park Ridge, Ill., scheduled 12 seminars in 1987, three more than in 1986. The seminars, from one to three days, cover all facets of newspapering. Registration fees range from $75 to $150. About half of the seminars are held at Inland's headquarters; others are staged in various Midwest cities.
- The Canadian Daily Newspaper Publishers Association in Toronto schedules between eight and 12 seminars a year on advertising, circulation and editorial topics and human resources management, some of them in French. Registration fees for the two- or three-day seminars range from $150 to $350.
- The Pacific Northwest Newspaper Association in Portland, Ore., conducts up to 20 workshops a year at member newspapers. The one-day sessions led by PNNA Manager Paul J. Lizundia concentrate on supervisory development but also cover time and stress management. There is no cost to the 43 dailies in the association, except travel expenses. PNNA also has cooperated with another regional organization, Allied Daily Newspapers in

Training Can Be a Revenue Source, Too

At least three newspaper companies—Gannett, Harte-Hanks Communications and Times Mirror—have training programs that are available to other newspapers via videotape.

The Gannett programs are "Opportunity Selling" for advertising personnel and "Circulation Success Strategies." They are marketed by Thompson-Mitchell & Associates, a training distributor in Atlanta. "We're recovering a small percentage of our production costs," Gannett Training Director Edward N. Baron says. When the investment was made, the company was "not thinking of selling it."

Harte-Hanks, owner of 15 dailies, is using Professional Development Resources in Dallas to market "Circulation Sales Training" and "Selling Newspaper Advertising," produced in-house with the help of training consultant Phillip D. Russell.

Times Mirror purchased Xerox Learning Systems of Stamford, Conn., in 1985 and changed the name to Learning International. According to the ANPA training survey, many newspapers are using its "Interpersonal Managing Skills" program, which is designed to provide managers with skills to motivate people. "We've put hundreds of supervisors and managers through the three-day course," says Ross A. Dixon, manager of personnel development at Southam Inc. in Toronto.

Training will continue to address "the connection between the individual's objectives and the organization's objectives."

Paul N. Pohlman
University of Chicago

Tacoma, Wash., on a two-day supervisory training program. The two organizations currently are considering merging [**presstime**, Sept. 1987, p. 72].

- The Mid-America Press Institute, which will mark its 20th anniversary next year, has scheduled seven seminars between October 1987 and October 1988 for editorial people. MPI has about 100 dues-paying newspaper members, about half of them with circulations of less than 15,000. "We stick to nuts and bolts," says Executive Secretary W. Manion Rice, associate professor at the School of Journalism of Southern Illinois University in Carbondale. MPI has conducted more than 75 seminars since its founding, most of them in St. Louis. The cost of the Friday-to-Sunday sessions is $50, plus annual membership of $50 to $100, depending on circulation.

Dee W. Bryant, editor of The Leaf-Chronicle of Clarksville, Tenn., says she will send five employees to MPI's next round of seminars and also will "look carefully" at SNPA's. "A newspaper has to put as much of its resources into training as possible," she says. "You have to have in-house training, but outside training is crucial. You have to get people out of their everyday work setting . . . to talk with their peers on other publications."

- Southern Production Program Inc.'s Newspaper Production and Research Center in Oklahoma City, founded in 1967, is sometimes used on a contingency basis to teach management employees how to produce a newspaper in the event of a strike or other labor dispute. But Executive Director and General Manager James D. Stuckey says the center also is used for cross-training—for example, to give pressroom experience to a composing room foreman who has been promoted to production manager, or for an advertising manager to become better acquainted with the production process. "It's nuts and bolts and repetition," says Stuckey. "It's not as technical as ANPA." Registration fees vary from $200 for a two-day course on paste-up to $675 for a two-week course on a double-width offset press.

- The Newspaper Advertising Bureau in New York City sends specialists to about 250 newspapers a year to conduct training programs. Four months ago, NAB suspended the fees traditionally charged for its on-site workshops conducted by bureau trainers, which account for nearly 90 percent of all bureau training activities.

- The International Circulation Managers Association conducts about a dozen seminars a year in various parts of the country, with registration fees of from $125 to $300. ICMA General Manager Joseph B. Forsee says he expects circulation training programs will continue to grow.

In addition, most of the 50 state press associations are involved in workshops and seminars. Three examples are: the Oklahoma Press Association, which schedules about 15 workshops a year in the advertising, circulation and editorial areas; the Minnesota Newspaper Foundation, which sponsors or cosponsors 18 to 20 seminars ranging from skills training for non-managerial employees to general management techniques for publishers; and the Iowa Newspaper Foundation, which draws more than 200 people a year to an annual weekend seminar with concurrent sessions on advertising, circulation and news writing.

Also, a large number of college and university professors are privately engaged in various training activities at newspapers.

The costs of taking advantage of this smorgasbord of training opportunities can add up to six-figure bills for newspapers.

At the News & Record of Greensboro, N.C., for example, training programs, combined with a tuition refund plan, resulted in expenditures last year of $145,870, an increase of 10.5 percent over 1985. The 1986 expenditures amounted to $278 per full-time employee, says Personnel Director Van King.

Also last year, more than 500 employees of the Milwaukee Journal and Sentinel participated in one or more training and development programs at a cost exceeding $100,000, reports Richard A. Williams, vice president/employee relations director. He says about the same amount was budgeted for training this year.

Some people foresee rising competition among trainers for newspapers' dollars—and a Darwinian effect on some of the institutions involved in the training field. But this is a minority view. Most observers both inside and outside the newspaper business say they fully expect training programs to continue to proliferate.

MEASURING RESULTS. As newspapers channel so many dollars into in-plant and outside training, how can they be assured of getting their money's worth? It's not easy. Although some types of training can be readily measured and cost-justified, it is harder to assess the effectiveness of some other kinds.

Sales training is perhaps the easiest to measure "because you can look at performance and track [the participants] after the program," says Knight-Ridder's Reed.

Although the results of other forms of training may be harder to gauge, there are objective ways to go about it.

One device is the follow-up evaluation form. Heintschel says the one used by the Austin American-Statesman poses such questions as "What specifically in your job has the workshop helped you do better or differently?" and "What, if any, obstacles have you encountered that limited your ability to apply what you learned?" For some programs in Austin there are also two-hour follow-up meetings once a month for four months.

Another approach is to give participants before-and after knowledge tests. However, Sandra E. Shepherd, training director for the St. Louis Post-Dispatch, cautions that "it isn't what we know but what we practice. The real test of supervisory and management training is how well the manager gets things done through and with other people on the job."

At a newspaper with unions, Shepherd says, supervisors who go through a training program can be monitored in terms of the number of grievances, arbitrations and absenteeism involving their staffs.

Or, as Lyons of Chesapeake Publishing puts it for newspapers with or without unions: "Over time you can see people resolving conflicts differently."

ANPA's Palmedo points to one difficulty in evaluating off-site training programs. "Newspapers often send their brightest people who succeed because they're bright. Do they succeed because of their brilliance or their training?"

Another difficulty is that a person returns to the newspaper

Newspaper Trainers Have Diverse Backgrounds

The 50 or so full-time trainers employed by newspapers have varied backgrounds and have taken different routes to arrive at their current positions.

If there are common threads, it is that many have teaching experience and some have psychology or sociology degrees. Otherwise, trainers seem to emerge from just about anywhere.

Eight examples:

- Edward N. Baron, director of training and development for Gannett Co., taught elementary school for three years before going into newspapering. A psychology major in college, he joined the company in 1975 as a reporter at the Niagara Gazette in Niagara Falls, N.Y., and later worked as an assistant city editor, assistant Sunday editor and on the corporate staff as a specialist in newsroom technology.
- Gerri Cordle Davis, who was a trainer at The Orlando Sentinel before becoming vice president/human resources, taught business subjects at the college level in Michigan before moving to Florida. She answered the Sentinel's blind ad for a training manager in 1978.
- Dolly King, director of organizational development at The Charlotte (N.C.) Observer, also answered a blind ad for a training position. Before being hired by the Observer in 1979, the one-time high school English teacher and adult-education specialist had received specialty training from the Washington, D.C.-based Mid-Atlantic Association for Training and Consulting.
- Deborah Heintschel, training and development manager at the Austin (Texas) American-Statesman, has no background in teaching, but like Gannett's Baron she has a degree in psychology. She started working at the newspaper 10 years ago in the classified advertising department and was telephone sales manager before moving into training in 1983.
- Rob Reed, director of training for Knight-Ridder Inc., had his own newspaper consulting and training firm before joining the company in 1983. Before that, he was program coordinator with the Division of Management Education at the University of Michigan. He was on the English faculty at Eastern Michigan University for six years.
- B.J. Hateley was director of staff training and professional development at the University of Southern California before joining the Los Angeles Times in 1986 as training and development manager. With a degree in sociology and working toward a doctorate in social ethics, she is a part-time faculty member at USC's gerontology center.
- Fran Chapman, training manager at the Fort Myers (Fla.) News-Press, joined the paper in 1981 as training coordinator. Before that, she taught adult education at a vocational school in Lee County, Fla., and worked with a consulting firm specializing in training and organizational development.
- Stirling S. Rasmussen, manager of organization development and training at The Washington Post, has an academic background in international relations. He started at the Post in 1980, moving there from the federal government where he worked as a training specialist.

with some new techniques but has trouble implementing them because colleagues don't share the enthusiasm. "Make haste slowly" is common advice trainers have for those returning to their newspapers. "It can be like going to a religious retreat and then returning to the real world," says Mary Anne Pikrone, state editor of The Richmond (Va.) News Leader.

Palmedo says one way to overcome this problem is for the people who get trained to send their deputies to the training program.

Regarding seminar format and content, there are occasional grumbles that participation in discussions is inhibited. "The format in many programs is one-way communication," says Michael H. Maharry, metro editor of The Ann Arbor (Mich.) News. Some seminars "tend to be more of an exercise in ego gratification for the speaker."

But responses to follow-up questionnaires indicate general satisfaction with the programs and the benefits received. And as pointed out by Gerri Cordle Davis, vice president/human resources at The Orlando Sentinel, if training was not effective, newspapers would not be insisting on an even wider assortment of seminars and workshops.

OUTLOOK. Davis and others predict that the steady growth of newspaper training will continue indefinitely. Training will have "an increasing impact on all areas of the newspaper," Davis says. "Every year there is something new. Last year it was training on exposure to toxic substances. This year it's training on how to deal with AIDS in the workplace."

Reed says Knight-Ridder is gearing up for the future by creating an "executive development center" for the company's division heads and general managers. Scheduled to open next year in Miami, the center will operate "a 10-to-12 day program—a graduate division, if you will—not to take the place of API and other organizations but to supplement those efforts," he says.

In the 1990s, Reed predicts, "there will be a strong need for training in problem-solving and decision-making." As an example, he cites "project management" such as anticipating major capital investments.

Training is also a way to move minorities into management positions, and Palmedo says there will be greater activity in this area. Last summer, the Los Angeles Times graduated its first class of 27 minority and female employees from The Times Summer Management Institute, a new project "to develop the company's future leaders," says the Times' Hateley. The two-week program, with a yearlong follow-up, covered leadership, goal-setting, team-building, career planning and other topics relevant to professional development.

"We're in the process of forming a full corporate college this fall for employees at all levels," Hateley adds. "Our theme is 'Create Your Own Future.'"

Training procedures will change, too, as technology evolves. Curtis E. Plott, executive vice president of the American Society for Training and Development, says "there will be more computer-based learning" and more use of "interactive audio-video," which are cost-effective because they do not require an instructor.

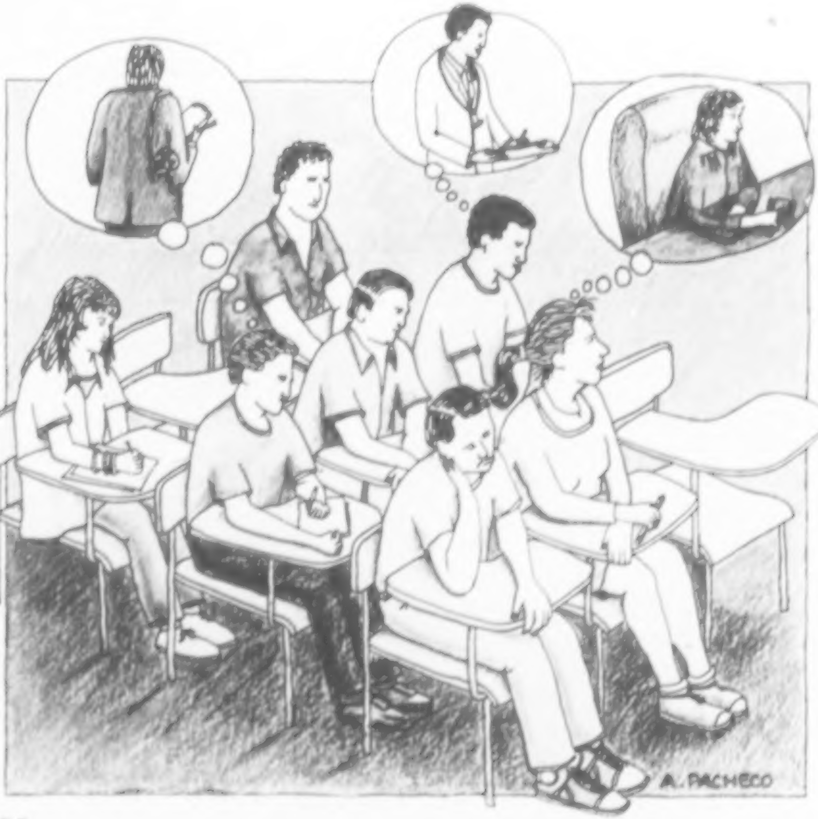
Yet even as training reaches out in new directions, it will continue to deal with an "old theme," says Paul N. Pohlman, director of management development programs at the University of Chicago, who has conducted management workshops for ANPA and other newspaper organizations for 15 years. "That theme is the connection between the individual's objectives and the organization's objectives. The manager has to manage that balance." ☐

NEWSPAPERS' PAY BLAMED

Tough Times May Be Ahead For Attracting Top J-Students

Some educators believe competition for the best and brightest will increase, and possibly result in loss of enrollment to other academic disciplines

BY MARY A. ANDERSON
presstime staff writer



The last of the baby boomers have graduated from college. The "baby bust" is at hand. And journalism schools are having to compete as never before for quality students.

Many journalism educators are expressing a concern about the potential long-range effects of this demographic shift—for journalism schools and for newspaper newsrooms. But so far, the educators say they have not detected any drop in quality among their students. In fact, some say quality is higher than ever.

"It's my opinion we are getting even better students than we have gotten in previous years," says Neale Copple, dean of the College of Journalism at the University of Nebraska-Lincoln. "We are getting more than our share of the bright and good ones, and it continues to happen."

Nationally, according to The Dow Jones Newspaper Fund, newspapers draw 85 percent of their entry-level newsroom hires from the news-editorial sequences of journalism schools. But recently the percentage of those news-ed majors has been decreasing in relation to other sequences at U.S. journalism schools.

Although that's not the case at Nebraska, Copple is among many journalism educators who expect trouble ahead given the projections of a diminishing pool of college-age young people and poor starting salaries at newspapers.

"I think [newspapers] ought to be alarmed" that they may have trouble recruiting top prospects, he says.

At the University of North Carolina-Chapel Hill, the number of newspaper-newsroom-oriented students has been holding steady, but journalism Dean Richard R. Cole warns, "I think the numbers are going to shrink unless [newspapers] change their image." To that end, newspaper editors have been visiting his school "in droves" in an effort to improve their image among top students.

Billy I. Ross, chairman of mass communications at Texas Tech University, says newspapers need "a more positive image." The current image is diverting some of his "sharper students" into public relations. "They look at PR as a middle-of-the-road career that's not all writing, not all advertising, that has a little more glamour to it, that has a little more money to it."

Taking a long view of the situation, Gerald C. Stone, a journalism professor at Memphis State University, says: "The crest the newspaper industry has been riding for the past five years—sometimes getting 50 to 100 resumes for every job opening—is going to end."

Professor Paul V. Peterson of Ohio State University, whose annual survey tracks en-

A QUARTERLY REPORT TO NEWSPAPERS

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4TH QUARTER 1987

The AD/SAT network now has 109 newspapers on line.

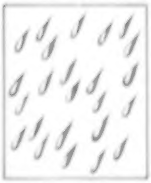
On October 15, a test facsimile transmission to The Sarasota Herald-Tribune, The Spartanburg Herald-Journal and The New York Daily News is scheduled to complete the installation of the entire AD/SAT network for 1987.

On that date, 109 newspapers, representing 43% of the nation's daily and 60% of the Sunday circulation, will be able to receive ads transmitted from AD/SAT's New York uplink.

With the network in place, the next — and vital — step is the transmission of advertising material to network newspapers. Traffic volume will begin slowly and should show a steady increase as agencies and advertisers become familiar with the advantages of satellite transmission.

Newspapers wishing to join the network, or seeking more information, should contact AD/SAT at the address below. Network affiliations signed during the balance of 1987 will have installations by next summer. Because of the long lead times involved in equipment manufacture, newspapers are urged to join as quickly as possible.

AD/SAT "reigns" in Chicago



Remember the blizzard of January 22, 1987, which closed airports throughout the eastern seaboard and brought ground transportation to a halt?

AD/SAT came to the rescue for The Boston Globe, Washington Post and Chicago Tribune on that eventful day. More than $200,000 in advertising was saved for the three newspapers.

On Thursday, August 13, there were no blizzards to worry about. What Chicago got, however, was a "hundred year" rain, as over nine inches fell in 24 hours. O'Hare Airport became an island for several days. It was seemingly impossible to get advertising material into the city.

Now receiving ads: 109 papers.

Undaunted by the forces of nature, AD/SAT routinely transmitted ads for Lord & Taylor and Bonwit Teller to The Chicago Tribune as the rains prevented ordinary delivery methods.

So far in AD/SAT's young life, neither snow nor rain . . .

Selling advertisers and their agencies.

One of the most frequently asked questions about the AD/SAT network is how the company is marketing itself to agencies and advertisers.

AD/SAT has two executives directly responsible for sales and marketing: Dave Farren, Director of Marketing; and Dick Evans, National Sales Manager.

Additionally, AD/SAT presently works through seven exclusive sales agents: Advertising Technologies in Atlanta, The Collier/Wright Company in Boston, Ad Systems in Chicago, Collier Colortype in Detroit, Gore Graphics in Los Angeles, Potomac Graphic Industries in New York and Star Graphics in Palo Alto (San Francisco). These sales agents are leading pre-press and graphics companies in their respective cities. Together, they employ 63 sales people, all fully familiar with the AD/SAT network.

To promote these efforts, AD/SAT publishes a monthly newspaper, "ORBIT," which goes to approximately 4,000 people at agencies, advertisers and newspapers, and creates further awareness of the AD/SAT network.

ADWEEK
MARKETING & MEDIA DECISIONS
Chain Store Age EXECUTIVE
Advertising Age
Inside Print

AD/SAT also employs a New York public relations firm, Saga Communications, to exploit exposure opportunities among advertising decision-makers.

AD/SAT's advertising effort to agencies and their clients is created by Horlick Levin Advertising, Los Angeles. The media schedule presently includes: Advertising Age, Adweek, Marketing & Media Decisions, Inside Print and Chain Store Age Executive.

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rollments in schools of journalism and mass communications, notes that degrees in news-editorial have dropped from 25 percent of all journalism degrees in 1983 to 20.3 percent last year. Peterson predicts a further decline in that percentage over the next few years, as the number of news-editorial majors remains stable while advertising and public relations enrollments continue to rise.

Another annual survey suggests that once they graduate, news-editorial majors in increasing numbers may be bypassing newspapers. The Dow Jones Newspaper Fund found that in 1986 there were 1.5 graduates seeking every available newspaper or wire service job, compared with 2.5 graduates for every such job two years earlier. The most recent survey also showed there were two 1986 graduates for each job offered in broadcasting, and 2.5 per job in public relations and advertising [**presstime**, May 1987, p. 74].

A QUESTION OF QUALITY. Those numbers say nothing, however, about the quality of those students. While journalism deans and other faculty profess satisfaction with their news-editorial students, no national study has isolated them for comparison with the rest of the student body.

The only national study that attempts to do this by using Scholastic Aptitude Test scores still falls short because it measures students who only "intend" to major in communications rather than those who actually are in that major, and it does not differentiate among the various sequences under communications, such as news-editorial, film, broadcasting and others.

The most recent such study by The College Board's Admissions Testing Program found that the mean SAT score of 1985 high school seniors intending to major in "communications" in college was 906—exactly equal to the mean for all college-bound seniors and below the averages for students interested in many other professional majors or the liberal arts and sciences.

This, of course, is not the case at all schools. At the University of Illinois, for example, journalism students come third only to engineering and business majors, says James W. Carey, dean of the College of Communications.

To maintain high quality, Carey advocates tightened admissions standards even if news-editorial enrollments decline. "People won't think you're good until you think you're good," he told a gathering of journalists and educators last February. Even assuming a journalism school is attracting top students, however, there is no guarantee that they will find their way to newspaper newsrooms.

> *"I think newspapers ought to be alarmed" that they may have trouble recruiting top prospects.*

Journalism educators are seeing "growing student rejection of news-editorial studies and career choices based on what may be students' inaccurate or unrealistic perceptions," according to a study led by Raleigh C. Mann, associate professor of journalism at the University of North Carolina.

Mann and his research team last spring surveyed 790 new communications and journalism students at five universities in five states. They asked the students which sequences they were most and least likely to choose, and why.

Nearly 45 percent said news-editorial was the least desirable sequence, far exceeding the negative ratings for broadcast (21.7 percent), advertising (15.4) and public relations (16).

Among those who thought news-editorial was the least desirable, the most commonly stated reason was "dislike of that work" (22.7 percent), followed by "low salaries" (30.1 percent), "lack of opportunities to use creativity" (19.4 percent), "poor working conditions" (17.7 percent), and "poor advancement opportunities" (9.3 percent).

Less than 5 percent of news-editorial students believed they were choosing a field with good pay, while more than 20 percent in the other sequences said good pay had influenced their choices. The results also showed that students believe public relations offers the best working conditions and chance for advancement, and news-editorial the worst.

The researchers plan future questionnaires to determine more precise reasons for students' vocational choices.

In a study by the Associated Press Managing Editors, 78.4 percent of journalism educators said their students "have little or no interest in newspaper careers."

Of course, warnings have been sounded for years that low wages, long hours and other image problems have hindered newspapers' recruitment on campuses.

A 1958 study by Alvin E. Austin, now professor emeritus of the University of North Dakota, gave birth to The Dow Jones Newspaper Fund after Austin cited six obstacles to recruitment: low wages, lack of long-range opportunity, lack of prestige, low status of high school journalism, bad-mouthing of the profession by those in it, and "the traditional stereotype of the hard-drinking, crime-battling star reporter."

Perhaps only the latter might be safely taken off the list today.

At Texas Tech, Ross says some newspaper representatives visiting the journalism school have practically dared students to work at newspapers. "They say, 'There are long hours, low pay and difficult working conditions.' Students say, 'That's not what I want to get into.'"

Ross and other educators interviewed by **presstime** answered uniformly in the affirmative when asked, "If newspapers paid more, could they get better applicants?"

Median starting salaries at newspapers have increased slowly, reaching $13,900 in 1986, according to the Newspaper Fund. However, this figure is below other fields such as business, engineering and teaching. Moreover, measured in constant dollars (adjusted for inflation), starting salaries for newspaper reporters have actually declined since the mid-1960s, even as salaries for experienced reporters have risen [**presstime**, March 1986, p. 33].

Besides increasing their entry-level pay, newspapers can take other steps to attract talented people to the business, observers say.

One suggestion is that they use their new programs for minority recruitment as a model for recruitment across the board.

Inviting students to visit the newspaper is seen as another way to entice them into the business. MaryAnn Yodelis Smith, director of the University of Minnesota's School of Journalism and Mass Communication, says that after a trip last year to the weekly Monticello Times and the St. Cloud Daily Times, "A number of students said to me, 'This has really changed my mind about a newspaper career, because I can see that some of these small newspapers really do have high standards.'"

Bright students should be courted by the newspaper business even before they enter college, notes Rosalind G. Stark, assistant director and publications manager of ANPA Foundation. Assisted by a grant from Gannett Foundation, ANPA Foundation will publish a booklet in December designed to do just that.

Reviewing an early draft, a focus group of high school students said they wanted four-color art on every page and lots of graphics. "It has to be kind of glitzy and fast-paced, so students will see the newspaper business as an exciting business," says Stark.

Only time will tell whether such efforts will produce what editors and educators alike want: a steady stream of high-quality college graduates who choose to launch their careers in newspaper newsrooms. ☐

Defense Initiative

All six crewmen of the Ranger-12 chose to stay with the panicked young pilot, making his sixth attempt to land the awkward old spy plane on the USS Nimitz, brightly lit but terrifyingly small in the night waters below. But unlike the crew of the Challenger, in the news exactly one year earlier, the names of the seven dead crew members of the Ranger-12 will not be remembered by the schoolchildren of America. The public was informed of the loss in a one-paragraph statement issued by public affairs officers at the Pentagon. Not everyone considered it news.

Jim Stewart did.

Stewart, national defense reporter for Cox Newspapers' Washington Bureau, revealed the tragically human mistakes of a routine mission that had gone terribly, fatally wrong.*

In 1985, Stewart's investigative defense reporting uncovered the incompetence of the Naval Hospital's chief heart surgeon. That story led to the conviction of the surgeon and the awarding to Stewart in 1986 of the Sigma Delta Chi Distinguished Service Award for General Reporting.

We're proud to have reporters with the initiative of Jim Stewart as part of the Cox Newspapers' family of fine journalists.

*For a copy of "Death on the Nimitz" by Jim Stewart, contact Corporate Communications, Cox Enterprises, Inc., 1400 Lake Hearn Drive, Atlanta, Georgia 30319.

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Regulating Newsracks

Four approaches have surfaced in ordinances across the country in the past decade

BY JOHN R. BENDER

In its new term that begins this month, the U.S. Supreme Court will consider whether the First Amendment limits the ways local governments may regulate newsracks.

The case involves the newsrack ordinance of Lakewood, Ohio. The Plain Dealer of Cleveland challenged the ordinance in court, and in July 1986 the 6th U.S. Circuit Court of Appeals struck down those parts of the ordinance that regulated newsracks in commercial areas [**presstime**, June 1987, p. 78].

Lakewood demanded a $10-a-year fee, required owners of the racks to take out insurance (with the city of Lakewood named as the insured), and regulated their placement. An unusual twist was a requirement that the city's architectural review board approve the racks' designs.

The appeals court upheld Lakewood's newsrack ban in residential areas.

About a month before the Court of Appeals ruled on the Lakewood ordinance, a New Jersey court voided a similar law in Totowa.

A review of the Totowa and Lakewood cases, as well as several others reported in Media Law Reporter in the last decade, reveals four approaches to regulation that have surfaced in ordinances across the country:

- Licenses and fees
- Hold-harmless agreements and insurance requirements
- Restrictions on locations
- Limitations on clustering.

Because the First Amendment protects newspaper distribution as well as publication, cities may not ban newsracks altogether, however, they may impose reasonable restrictions on them. The four types of regulations fall far short of banning newsracks, but courts disagree as to how reasonable these restrictions are.

Different courts have ruled differently on similar regulations. The resulting confusion was one of the reasons the Supreme Court was asked to rule on the Lakewood newsrack law.

Here is a rundown on how some courts have handled each type of regulation in recent cases:

Fees and licenses. The Totowa and Lakewood ordinances both imposed annual fees of $10 per newsrack. A New Jersey court struck down Totowa's fee, but the 6th Circuit said Lakewood's fee probably was constitutional.

Part of the reason for the difference in these two decisions is the way the New Jersey court interpreted state law. A city may impose reasonable fees, but state law requires that the fees be justified by the costs of licensing, enforcement or other special circumstances, the court said. Because Totowa offered no evidence to justify the fee, the court declared it unreasonable.

Using similar reasoning, the Minnesota District Court for Hennepin County voided a Minneapolis ordinance that required the licensing of each rack and the payment of a $10 initial licensing fee and a $5-a-year renewal fee. The court said that the license and fee imposed a prior restraint.

The Minnesota court found the license as objectionable as the fee. Even without a fee, the court said, the license requirement may be unconstitutional unless the state proves it is the least restrictive way of serving "a weighty and important governmental interest."

Newspapers cannot always expect fees—even substantial fees—to be struck down by courts. In 1983, Gannett wanted to install USA Today newsracks in commuter stations operated by New York's Metropolitan Transportation Authority. The MTA said Gannett would have to pay $75 per rack or $150 per station.

The 2nd U.S. Circuit Court of Appeals approved the hefty fees, ruling that the MTA stations are not traditional public places, like streets and sidewalks, where First Amendment activities are subject to only minimal regulation. Because of the importance of public transportation, government may use newsrack fees to subsidize passenger fares, the court said.

Cities may not ban newsracks, but they may impose reasonable restrictions on them.

Insurance and hold-harmless agreements. Several communities have required owners of newsracks to carry insurance against personal injury or property damage. Some ordinances directed that the city be named as the insured or that the newsrack owner sign a hold-harmless agreement relieving the city of all liability arising from the placement of newsracks.

Totowa, Lakewood, Minneapolis and Greenwich, Conn., adopted ordinances requiring insurance for newsracks. Each was struck down by courts.

The amount of insurance required by the cities ranged from $1 million to $10,000. Some of the ordinances said the city must be named as the insured or as a coinsured party. Totowa and Lakewood told owners both to sign hold-harmless agreements with the city and to purchase insurance.

In most cases, courts struck down the insurance requirements because the cities had failed to prove they were needed. For example, the Minnesota court that ruled on the Minneapolis ordinance said the city had offered no more than a few stories of small cuts and torn clothing to justify its insurance requirement.

The federal appeals court that struck down the Lakewood ordinance noted that the city had not compelled the bus company and telephone company to carry insurance for the equipment they place on the streets. It said governments may not require those exercising First Amendment rights to carry burdens others need not bear.

Bender is a graduate teaching assistant at the Freedom of Information Center, University of Missouri.

Location. Some regulations on the placement of newsracks are generally accepted. Ordinances that prohibit placing racks next to fire hydrants or too close to crosswalks fall within the range of reasonable restrictions. Usually, newspapers work with local governments to settle any differences about where to put racks.

Sometimes, however, newsrack laws impose more onerous limitations. Whether the courts allow them to stand usually depends on the strength of the city's arguments.

One location restriction that has survived court review is Lakewood's complete ban on newsracks in residential areas. The federal appeals court upheld the ban on grounds that city officials could exercise no discretion as to what newspapers would be sold where, and that the "narrowly tailored" regulation served the government's interest in safety, sanitation, clear sidewalks and aesthetics in residential areas.

Courts have been less inclined to approve ordinances that ban newsracks within specified distances of schools, churches, parks, museums or commercial establishments without permission of the governing authority or the property owner. Ordinances adopted by Totowa, Yonkers, N.Y., and Ann Arbor, Mich., contained such provisions.

Totowa said its ordinance was necessary to regulate traffic in areas around schools, churches and parks, but the New Jersey court refused to consider this a substantial justification because the city allowed private entities, like businesses and churches, to decide whether the regulation would apply.

A Michigan court said the Ann Arbor ordinance would let property owners deny permission for the installation of newsracks on the basis of the publication's content.

A New York court that struck down the Yonkers law did not rule formally on this issue, but it did say in a footnote that the ban on newsracks near schools, parks, libraries and museums probably was invalid.

Clustering. Another type of regulation limits the number of newsracks that can be placed within a certain area. Some ordinances prohibit the placement of two or more racks selling the same issue within a specified distance of one another. Other ordinances limit the number of racks that may be placed at one location or on a single block.

The court that struck down the Totowa ordinance noted that the city traffic engineer could offer no justification for the rule, and in Greenwich the court said there was no safety rationale for it. The court decisions on the Lakewood and Yonkers ordinances did not mention this issue specifically.

Some cities see newsracks as a nuisance but also as a revenue source.

One ordinance on the clustering of newsracks that has survived a court challenge is in Glendale, Calif. It limits newsracks to eight at any one location and 16 on each side of a block. The ordinance employs a system for assigning priorities to newspapers wishing to place racks on the streets. The highest priority goes to those newspapers that are published most frequently and circulated most widely in Los Angeles County.

Summing up, the Supreme Court's decision in the Lakewood case may bring some uniformity to the area of newsrack regulation by clarifying which kinds of regulations are permissible and under what circumstances. But the decision probably won't be the last word on newsrack ordinances.

Some city officials, moved by the complaints of visual clutter or a loss of business by local merchants, regard newsracks as nuisances to be regulated. They also look on them as a new source of revenue.

For newspapers, single-copy sales, of which newsrack sales are an important part, account for about 20 percent of total circulation. Some people in the newspaper business say single-copy sales eventually could account for a third of total circulation as readers become more mobile and less inclined to read a newspaper every day.

Given these opposing forces—the political and financial needs of local officials and the changing nature of newspaper circulation—the decision on the Lakewood ordinance may set the tone for future newsrack litigation, but it won't settle the conflict. □

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Poor Headlines, Cutlines and Leads Can Spook Fickle Readers

BY JOHN GINN

Winning the loyalty of many fickle readers can be a matter of removing some obstacles from our news columns.

Such fickle readers seem to be an important cause of subscriber churn, an expensive and frustrating headache at most newspapers. Many of us must sell enough subscriptions each year to equal half or more of our total circulation just to maintain existing subscriber levels. A series of focus-group sessions with subscribers who quit suggests news column obstacles are an important cause of subscriber churn.

Many of these fickle readers seem to approach the newspaper-reading experience with a mind-set unlike yours and mine. We and many of our most loyal readers are news junkies. We are eager to read the paper. We begrudge interruptions. We have important, unmet needs when we cannot spend 30 minutes to an hour or more getting our newspaper fix.

Not so the fickle, fragile reader. These men and women seem to pick up the newspaper poised to quit. Given slight encouragement—usually in the form of an obstacle—they do quit. And when they frequently quit early in the reading process, they begin to conclude that they don't have time to read the paper. Or that it costs too much. So they cancel their subscriptions.

The focus groups we conducted with subscribers who quit the Anderson Independent-Mail pointed to three elements of the newspaper that are most likely to harbor churn-producing obstacles. Not surprisingly, those elements were headlines, cutlines and story leads.

Headlines were villains when the fickle reader concluded they were in any way misleading. "I don't want to be tricked or toyed with," one focus group participant said. "Just give me the information in the headline and don't play games with me," he said.

This fairly common complaint from our sessions has blunted my longstanding enthusiasm for teaser headlines on certain feature stories. And it has made me more sensitive to those instances where a page design calls for a one-column, 36-point headline that precludes a clear statement of the story's essence. When such layouts prompt the risk of adding to reader churn, I get eager to explore less risky layout schemes.

Several of these focus-group participants pointed to incompleteness as a common headline obstacle. I found myself very inclined to resist this idea. For 30 years, it has been my view that a headline needs to capture the main idea of a story, and that other important ideas could appear unannounced as the story unfolded. Several of these fickle readers disagreed with that notion. "I look at headlines to learn what kind of stuff is written about in the story," one man explained. "And when I'm surprised by important parts of a story that aren't covered by the headline, I figure you're trying to fool me. I don't like that. Besides, I wonder what you may have caused me to miss with other incomplete headlines on stories I didn't read."

These fragile-reader sentiments seem to me to argue for more multiline heads and more uses of decks than most of our newspapers typically use. And sometimes they may even argue for having two stories and thus two headlines when we might otherwise be tempted to forge two related topics into one piece.

This exploration of headlines led to another discovery that surprised me. I have long presumed that all readers use headlines just as you and I do—to determine whether we want to read the story under the head.

John Ginn

The fragile readers in our focus groups pointed to photo cutlines as the greatest source of obstacles in our newspaper.

However, there are some less news-hungry readers who on a given day are satisfied simply with the information they receive from reading headlines. Some such people tell us there are days when they read all or most of the heads in a paper without reading any stories.

That information jolted me. At first, I was offended. What right does a reader have to ignore all of our stories and just read the headlines? But a less emotional look at that question led me to the obvious answer: He has a right to do as he pleases once he plunks down his subscription money or single-copy price. That led me to wonder whether it might not be useful occasionally to read through all the heads in your newspaper without reading any stories, asking yourself, "Would a reader get a fair and accurate view of the day's news report just from reading these heads?" If you're tempted to answer "No," you may want to put additional emphasis on more complete heads in your paper.

The fragile readers in our focus groups pointed to photo cutlines as the greatest source of obstacles in our newspaper.

One type involves the assumption that when the reader reads a cutline, he or she already has read the story. "I almost always look at the pictures and read the words under them before I read a story that goes with it," one focus-group member said. "A lot of those words don't make sense unless you've read the story first," she said.

She had brought some examples to prove her point. You likely can find such in your own paper. They included very widespread practices such as using a person's last name

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Ginn is publisher of the Anderson (S.C.) Independent-Mail. This article originally appeared in Editorial Focus, a publication for the news staffs of Harte-Hanks Newspapers.

only under a photo or mug shot, making reference to "the fire" or "the crash" without adequate explanation, and putting some quote under a mug-shot name line that makes little sense until you read the story. Keep in mind that some of your fragile readers may be encouraged to stop subscribing because of these practices.

Another type of obstacle in cutlines involved what one reader called "irrational time elements." While she was an English teacher and could speak more articulately than others on this point, a significant number of focus-group participants called our attention to this obstacle. As the English teacher put it, "You typically begin one of these cutlines with a present-tense sentence. That's fine. You are describing the action captured in the photograph, and it seems reasonable to state that, 'Fireman John Jones battles the fire that struck the hospital.' However, it doesn't seem reasonable to say, 'Jones battles fire Friday.' That's incongruous to have the present tense verb and the past tense information presented as an adverb."

She went on to suggest that the time element be moved to a subsequent sentence in such captions, where it is common practice to use past tense.

Other focus-group participants were more inclined to point to this time-element factor with comments like, "This sounds funny." But it seemed clear that to many fragile readers, captions with "irrational time elements" are an obstacle.

There was one type of obstacle identified that seemed to crop up both in cutlines and story leads. At first I thought these focus-group participants were talking about this obstacle being wordiness, because they pointed out examples where sentences contained 30 or more words. But there were equally wordy sentences in other cutlines and story leads with which they said they had no problem.

The difference seemed to be the number of ideas contained in a sentence. When a cutline or story sentence contained only a few closely related ideas, there seemed to be no obstacle, even if 35 or 40 words were used. But this kind of cutline sentence clearly was considered an obstacle:

"Heptathlon winner Jackie Joyner-Kersee, left, gets words of comfort from her coach-husband Bob Kersee after a poor performance in the javelin which prevented her from a world record in the heptathlon during the USA-Mobil Outdoor Track and Field Championships in San Jose, Calif., Wednesday afternoon, when she still produced the third-highest point total in heptathlon history with 6,979 points."

The six or seven ideas presented here seem even more of a burden than the 60 or so words cluttering the sentence.

One other kind of obstacle was called to our attention often. This one is no surprise, and it can occur in headlines, cutlines or stories. It involves what I have come to call blatant inaccuracy. "When I see something I know is wrong, that's a big turnoff for me," said one focus-group participant. "I usually put down the paper and go do something else then. I'm not sure why, but that's what I do." Spelling errors, incorrect street names and headlines that disagree with stories were the most common, blatant inaccuracies cited.

There is no surprise in the fact that inaccuracy is very undesirable. We fight it all the time. But it had not occurred to me that inaccuracies—even relatively minor ones—can be so expensive that they distinctly contribute to decisions to cancel subscriptions.

I came away from this series of focus groups convinced that the clues picked up there represent some opportunities for us to lessen the burden of subscriber churn. Most of these obstacles can be eliminated with fairly simple effort and ideas. You likely can come up with a number of ways to avoid most such obstacles. Some that occur to me include:

- Strive to design and write headlines that clearly state all of the important ideas in the story. Use multiline heads and decks if needed.
- Be inclined to break longer, complex stories into several shorter, easier-to-grasp pieces.
- Write cutlines so they make sense to someone who has not read the story (and has not read the cutline for any other photo in the layout).
- In most instances, omit the time element from the opening, present-tense sentence of a cutline. Put it in a subsequent, past-tense sentence.
- Write cutline and story sentences so that they involve only a few closely related ideas. Simple declarative sentences are nice, too.
- Be extremely diligent in eliminating errors—even minor ones. An especially useful approach can be to take this point of view: "I know there are some errors here. I wonder how many of them I can find and eliminate."

Maybe the most useful idea from the focus-group sessions with fickle, fragile readers is to keep in mind that an important group of readers—and a group that contributes greatly to subscriber churn—uses the newspaper differently from us and our most loyal readers. Our goals need to include publishing editions that help them have satisfactory newspaper experiences, even as we continue our efforts to tend to the needs of us news junkies. ☐

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Thom Greer

Veteran sportswriter tackles job of m.e. in Cleveland

BY GENE GOLTZ
presstime staff writer

Someone once told Thomas H. Greer that a good black sports writer could write his own ticket in the newspaper business. Greer became a good black sports writer, but he says along the way he learned a profound lesson: "Nobody writes his own ticket if he can't get the job done."

During most of his first 22 years in newspapering, Greer stuck to making his mark as a sports writer, sports editor and sports columnist. But in August 1986, he was promoted from sports editor to managing editor of The Plain Dealer in Cleveland, where he is responsible for the day-to-day news operation and guides a staff of about 325 reporters, editors, clerks and secretaries.

It was quite a jump from his first love, sports, where he had supervised about 40 people. But after three years as a sports editor, he says his horizons enlarged; he "matured a little" and developed an appreciation for the entire news product. Nevertheless, on his managing editor's desk today, he displays a baseball and a miniature football mounted on pedestals.

Those who know him say they never doubted Greer's ability to get the job done in any position.

"Thom had proven himself not only as a reporter but as an editor in sports to be a well-rounded and thorough newsman," says David L. Hopcraft, former executive editor of The Plain Dealer and the person who promoted Greer to m.e.

Born in Nashville, Greer spent much of his youth in New Jersey, then returned to the South to attend college. In 1963, he graduated from Dillard University in New Orleans, having majored in history.

He worked at various jobs before taking a job in 1965 as a suburban reporter for the Trenton Times. He made it known that he wanted to cover sports, and about a year later his wish came true.

An unexpected vacancy occurred, and Greer was assigned to follow the Philadelphia Eagles, thus becoming one of the first black reporters to cover professional sports. When he covered his first Super Bowl in 1971, he was the only black reporter present.

Greer left Trenton for The Plain Dealer in 1973, convinced that to reach the top as a sports writer he would have to work at a major metropolitan newspaper. Because there was no opening in sports at the time, he accepted a position as a suburban reporter with the understanding that he would be reassigned to cover the Cleveland Browns within a year. However, the expected opening as a pro football writer did not materialize.

In the suburbs, Greer and another reporter unearthed a massive scandal involving the sheriff's office and various others in local government. Their work during a three-year period led to grand-jury indictments of several people on charges involving theft in office, shakedowns of nightclub operators and thefts of liquor confiscated by law-enforcement officers in raids.

"It was one of those incredibly long, drawn-out stories," Greer says. "It was the most rewarding thing I'd ever done in the business, getting those greedy politicians."

But still desiring a major sports beat, he left Cleveland for the sports department of the Chicago Sun-Times in 1976. From there, he moved to the sports staffs of three other big-city dailies—the Philadelphia Daily News, New York Daily News and The Philadelphia Inquirer—before The Plain Dealer came through in 1983 with its long-promised offer for him in sports.

This time, though, the job being talked about was much more than covering the Cleveland Browns. Then-Executive Editor Hopcraft was looking for someone to straighten out a disorganized sports desk. He asked Greer if he was interested in becoming the first black sports editor of a major metropolitan newspaper.

Greer had some doubts. "I had no management experience. I was not an inside person, not a desk person; I was a writer. While I thought I would love to give it a try, I really did not think I was qualified. Hopcraft told me, 'You let me make that decision.'"

The decision was the right one, says Thomas Vail, Plain Dealer president and publisher. "When Greer came to our sports department," says Vail, "it was not well-organized. It needed a lot of work." He said Greer got the department running smoothly and "made a fine track record."

When the managing editor's job became vacant, several people were interviewed for the job, Greer among them. Hopcraft says he selected Greer because he was the best among those interviewed.

Publisher Vail says Greer had made a good name for himself and "came through clearly" as the best man for the job.

Greer says hard work is an integral part of his success story. "Occasionally, when I'm out speaking to minority groups, one of the things I'm trying to get across is that you really have to work like hell in this business. If you want to have any success at all, you just have to put your nose to the grindstone and work, work, work, work. If I've had any success, it's because of devotion to the work ethic."

He believes the greatest lack of minority staffing at newspapers today is at mid-size and small operations. Major metros hire the "limited pool of minority journalists who have prepared themselves for the profession," but smaller papers are not willing to hire and train minorities, he says.

"I think executives in the smaller weeklies and suburban dailies need a change in their mind-set," he adds. They should actively recruit, hire and help minorities prepare for the business. "I don't want to paint everybody with the same brush stroke," he says, "but it seems (the smaller papers) see no need to hire minorities, since there are no blacks living in their areas."

This is a mistake, he says, because all newspapers should realize that diversity among the staff, including blacks, Hispanics, Asians and other minorities, is "absolutely essential for their survival."

The 46-year-old Greer and his wife, Shirley, live in Cleveland Heights. They have two daughters, one a student at Ohio University and the other in elementary school. ☐

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COURTS

Supreme Court to hear variety of media-related cases

BY LISA M. CODY

The U.S. Supreme Court has agreed to hear several cases of interest to the press in the term that gets under way Oct. 5. The cases deal with "intentional infliction of emotional distress" by a publication, a newsrack ordinance and other First Amendment concerns.

In addition, the high court is being asked to accept for review a number of other cases involving issues of interest to the media.

The court will hear the following:

- *Hustler Magazine v. Falwell*, in which Hustler has asked the court to set aside a $200,000 jury award to evangelist Jerry Falwell. The jury awarded damages after determining that Hustler committed "intentional infliction of emotional distress" by publishing a liquor-ad parody presented as an interview with Falwell. The evangelist also claimed he was libeled, but the jury did not agree and that part of the case was dropped.

In a friend-of-the-court brief, ANPA joined other media organizations in arguing that the damage award violates the First Amendment.

But Falwell's lawyers have claimed that nothing in the First Amendment "requires protection for the calculated, premeditated and deliberate infliction of harm targeted at a specific individual."

- *City of Lakewood v. Plain Dealer Publishing Co.*, in which the constitutional question is the extent to which local governments can regulate newspaper vending machines.

The city of Lakewood, Ohio, is appealing a 6th U.S. Circuit Court of Appeals order that struck down portions of an ordinance governing rack design, permit approval and insurance requirements.

Media groups including ANPA have asked the court to look at another part of the appeals court's order: the upholding of Lakewood's ban on newsracks placed on public streets in residential areas. The groups said newsracks are entitled to full First Amendment protection, and that placement may be restricted "only under narrowly tailored circumstances that are not present here." (See story, p. 32.)

- *Hazelwood School District v. Kuhlmeier*, in which school authorities have asked the court to reverse an 8th Circuit ruling that a principal violated First Amendment rights of student journalists by deleting from a high school newspaper two stories on pregnancy and divorce.

The school district argues the school paper is not a public forum but part of the curriculum under its control [**presstime**, April 1987, p. 40].

The American Society of Newspaper Editors and other press groups filed an *amicus* brief in support of the students. They said government control over curriculum "must be valued," but it also must be "reasoned" when "constitutionally protected values of free expression" are involved.

- *Carpenter v. U.S.*, in which the court has been asked to overturn the conviction of R. Foster Winans, former reporter of The Wall Street Journal.

Winans was found guilty of insider trading by letting a stockbroker know in advance the publication schedule of Journal "Heard on the Street" columns. Winans argued that by revealing the schedule he committed a breach of duty to his employer but not a violation of securities law as a court found [**presstime**, April 1987, p. 40].

Ten media organizations filed a friend-of-the-court brief on behalf of Winans. They argued that the court's application of securities laws was too broad and "threatens infringement of First Amendment rights." The brief also said the decision creates an "unprecedented basis for liability under the securities law by incorporating internal company ethics rules into the federal criminal code."

- *Bankers Life and Casualty Co. v. Crenshaw*, in which the court will decide whether punitive damages are contrary to an Eighth Amendment prohibition against excessive fines.

Bankers Life appealed a $1.6-million punitive-damage award for failure to pay a $20,000 insurance claim.

Several press organizations in a friend-of-the-court brief urged the court to take the case because many media firms have been hit with multimillion-dollar punitive judgments.

Among cases the court is being asked to accept for review:

- *Tavoulareas v. Washington Post Co.*, on whether the U.S. Circuit Court of Appeals for the District of Columbia erred in throwing out a $2-million libel judgment against the Post. The court said there was insufficient evidence of actual malice [**presstime**, April 1987, p. 41].
- *U.S. v. Providence Journal Co.*, on whether the 1st Circuit properly cleared the newspaper company and its executive editor of a criminal contempt-of-court conviction [**presstime**, Feb. 1987, p. 38].
- *Blatty v. New York Times Co.*, on whether the standards of defamation suits should apply to a claim of "interference with prospective economic advantage." Author William Peter Blatty sued The New York Times for not including one of his books on the Times best-seller list, claiming that the exclusion resulted in lower book sales than if it had been listed.
- *Random House and Hamilton v. Salinger*, on whether author J. D. Salinger's unpublished letters are covered by the fair-use defense under the Copyright Act. ☐

Cody is ANPA legal/regulatory specialist in the Legal/Government Affairs Department.

COURT BRIEFS

- A New York appeals court ruling expanded the public's right of **access to pretrial documents**, including wiretap information and motion papers.

Two New York newspapers and the Associated Press had appealed a U.S. District Court judge's decision to withhold key documents from the press in a government-corruption case.

The appeals court did not call for automatic disclosure but said such information could be withheld only if a party shows that a "narrowly tailored" sealing is essential.

- A federal appeals court awarded **double court costs** to The Daily Times of Maryville, Tenn., while upholding a lower court's dismissal of a $26-million lawsuit against the paper.

Hubert D. Patty, a lawyer, had sued because the publisher refused to print a political advertisement.

The 6th U.S. Circuit Court of Appeals ruled that Patty will have to pay the newspaper between $500 and $600, said The Daily Times' attorney, L. Michael Zinser [**presstime**, Aug. 1986, p. 37].

Appeals court upholds closed jury hearings

Press organizations may seek U.S. Supreme Court review of a federal appeals court decision that upheld closure of mid-trial jury proceedings in the 1986 fraud and racketeering trial of Louisiana Gov. Edwin W. Edwards.

In its opinion, a three-judge panel of the 5th U.S. Circuit Court of Appeals said, "For First Amendment purposes, no presumption of openness attaches to proceedings involving the mid-trial questioning of jurors."

The panel also found that the six-week delay in releasing the transcripts was "reasonable," and that the judge was within his authority to delete material from the transcripts.

"It's a horrible, horrible opinion in every respect," said attorney Jack M. Weiss, who represents The Times-Picayune Publishing Corp. of New Orleans, Gannett News Service, and the Morning Advocate and State-Times of Baton Rouge.

The proceedings in question concerned whether out-of-court remarks by jurors indicated that improprieties had occurred. ☐

Interviews with defendants lead to litigation

Two cases involving reporters' interviews with murder defendants are proceeding on opposite coasts of the United States.

In California, The Contra Costa Times of Walnut Creek is appealing to the state Supreme Court a judge's order that a reporter submit her notes as evidence and testify about her interview with a man charged with three murders.

The judge presiding over the murder trial ruled that the defendant's right to a fair trial, in a case possibly exposing him to the death penalty, overrides Erin Hallissy's First Amendment rights. He said it also supersedes the California shield law that is designed to protect reporters.

In Maine, former Concord Monitor reporter Bob Hohler plans to appeal his Aug. 29 conviction of criminal contempt for refusing to testify in a murder case there.

Hohler's conviction followed a jury trial—unusual in a contempt case—in which a Maine Superior Court judge barred evidence concerning the reporter's reasons for refusing to testify about his interview with a murder defendant.

Sentencing for Hohler, who now works for The Boston Globe, is set for Oct. 7 [**presstime**, Sept. 1987, p. 40]. ☐

REGULATIONS

Detroit JOA draws flak

The Antitrust Division of the Justice Department recommended denial of the application of Detroit's two daily newspapers for a joint operating arrangement.

In a Sept. 23 brief, the division said The Detroit News and the Detroit Free Press had failed to show that the Free Press is a failing newspaper within the meaning of the 1970 Newspaper Preservation Act and thus had not demonstrated that a JOA is necessary to preserve two independent editorial voices in the city.

The brief was submitted to Administrative Law Judge Morton Needelman, who in August presided over public hearings on the JOA application.

Gannett Co., owner of the News, and Knight-Ridder Inc., owner of the Free Press, said they were not surprised by the recommendation.

A Knight-Ridder spokeswoman noted that in the case of the last JOA application, in Seattle, the Antitrust Division also recommended denial but the application ultimately was approved by the attorney general. A Gannett spokeswoman said that in their joint post-hearings brief to Needelman, the two newspapers maintained they had "met their burden of establishing that the Free Press has sustained real, substantial and continuing losses." The newspapers said they had shown that the Free Press "has engaged in reasonable management practices in a continuing but unsuccessful effort to stem its operating losses and earn a reasonable return on investments," she said.

The Antitrust Division said that while the Free Press has sustained substantial losses since 1980, the News also has lost heavily; that their battle for dominance of the Detroit market had resulted in the lowest circulation prices in any major metropolitan market; and that their relative competitive positions had remained stable, with the Free Press improving slightly by some measures.

Nor is the Free Press in the "downward spiral" characteristic of other failing newspapers, the division said. The fact that the proposed JOA calls for an almost equal division of profits indicates the two papers view their competitive positions as comparable, it added.

In July 1986, the division had told Attorney General Edwin Meese III it did not appear that a Detroit JOA was necessary. However, it recommended public hearings to gather more evidence. Meese agreed, and the hearings, held in Detroit, ended Aug. 24 after three weeks of testimony before Needelman.

After the hearings, a brief also was submitted to Needelman by opponents of the JOA.

All parties now have until Oct. 14 to file reply briefs, after which Needelman will recommend to Meese whether to approve the pact [**presstime**, Sept. 1987, p. 42].

Needelman has no deadline by which to act, but one source close to the situation said a recommendation is not expected before late November or December. ☐

LEGISLATION

Newsprint duty exemption sought on two fronts

A free-trade agreement between the United States and Canada could provide the vehicle the U.S. newspaper business has been seeking in its drive to retain the duty-free status of newsprint.

That's what ANPA suggested in a letter to the Senate Finance Committee.

The committee sought comments on U.S.-Canadian trade negotiations being conducted in Ottawa and Washington, D.C. Negotiators are under an Oct. 5 deadline to present a draft agreement to Congress. At press time, the talks were in abeyance after a walkout by Canadian officials Sept. 23.

In the letter, ANPA reiterated its opposition to a proposed import duty that is part of trade legislation currently before a congressional conference committee [**presstime**, Aug. 1987, p. 35].

The Association said that if the United States reaches an agreement with Canada to eliminate all tariffs and other barriers to free trade, the agreement should "supersede" the proposed import duty in the trade bill, at least with respect to newsprint.

In late September, newspaper-industry representatives were seeking a meeting with the U.S. trade negotiators, according to Claudia M. James, ANPA assistant general counsel.

At the same time, she said, ANPA was continuing to urge members of the House-Senate conference committee to include a newsprint exemption in the trade bill. ☐

Florida's Legislature debates repeal or revision of services tax

The 5-percent tax on services in Florida was barely 10 weeks old on Sept. 18 when Florida Gov. Bob Martinez declared it a "mistake" and called for its repeal.

At press time, repeal was by no means assured, as both houses of the Legislature concluded a two-day special session by keeping bills for repeal locked in committee.

Gov. Bob Martinez

"Nothing is settled. They're back to square one," said Faye B. Davis, assistant executive director of the Florida Press Association.

Many in the Florida Democratic majority leadership favor revision instead of outright abandonment of the tax. And the Legislature's decision to adjourn Sept. 22 for five days was viewed as favorable to efforts to revise the law.

"It's a little early to rejoice," said Davis. "No one knows what's going to happen." But she predicted that at least the state's taxation of advertising services will soon be history.

"We've been told by the leadership that (exemption of) advertising would be part of the revision," she said.

Some legislators have said they prefer to exempt only advertising services, thus salvaging most of the revenues that would be collected under the tax. The tax was expected to raise more than $750 million in the current fiscal year, $100 million of that from advertisers [**presstime**, May 1987, p. 62]. But others argue that to exempt only the advertisers and media—the most vociferous opponents—would fuel charges of discrimination by other taxed groups, such as lawyers.

Even if the tax on services, which became law July 1, is softened or repealed, the Florida Department of Revenue has said the tax must continue to be paid until any superseding legislation takes effect. Martinez has proposed that the repeal be made effective Jan. 1.

Martinez, the main champion of the tax as it moved through the Legislature earlier this year, began to change his strategy in late August, prodded by polls showing that his popularity rating had plummeted and that up to 80 percent of the state's voters oppose the entire tax on services.

A majority of those polled said they agree the state needs more revenue, but they preferred other means to raise it, such as adding a penny to the sales tax on goods.

As opposition intensified, the first-year Republican governor initially called for a constitutionally binding public referendum on the tax, to be held during Florida's presidential primary next March. But the opposition continued to gain momentum, so he next decided to prevent further losses of support, and possible fiscal chaos, by asking the Legislature to repeal the tax.

Martinez criticized himself for pushing through the massive services tax without first tackling budget reform. "That mistake has cost me the confidence of the people of Florida," he said. "More importantly, it has severely damaged the people's confidence in government generally."

Martinez has asked that no replacement tax be passed, but that the budget be cut or other reforms adopted to give him better control of state spending.

"We must wipe the slate clean and begin again," he said. "And this time, we have to do it right—by showing efficiency first and talking about more taxes last."

Many legislators are reluctant to repeal the measure without enacting some kind of revenue-raising alternative, said Davis of the FPA. During the special session, they were discussing increased corporate taxes or the suggested penny increase in the sales tax, a proposal previously dismissed as a "Band-Aid" to Florida's fiscal problems.

Yet another option under discussion is to eliminate tax "pyramids" that may tax services many times, such as through subcontractors, contractors and the end user. The state's constitution prohibits any state tax on personal income, real estate or personal property.

The turmoil in Florida has, for the moment, deflated efforts in most other states to enact similar sales taxes on services. But observers in ANPA's Government Affairs Department remain concerned that several financially strapped states continue to consider them.

In Texas, for example, a commission is studying ways to raise revenue, including a services tax similar to Florida's. Legislative action is not expected until December at the earliest.

Other states currently studying a services tax, and closely watching Florida, are Utah and Pennsylvania, says Kevin Grant, ANPA State Relations Coordinator. ☐

Nicaragua government allows La Prensa to resume publication

The government of Nicaragua and the publisher of La Prensa announced Sept. 20 that the opposition daily newspaper had been given permission to resume publication without restriction.

Violeta Chamorro said her paper, which was shut down by the government June 26, 1986, will be on the streets by the first of this month.

A Central American peace plan signed in August by Nicaraguan President Daniel Ortega called for freedom of expression to be restored by Nov. 7 [**presstime**, Sept. 1987, p. 45].

The Inter American Press Association has told Ortega it hopes the agreement to permit the newspaper to circulate without prior censorship "will be faithfully maintained."

In a Sept. 23 statement, IAPA pointed out that other newspapers remain closed by government order in Latin America, citing those in Paraguay and Panama. ☐

Press groups denounce raids, imprisonment

Government actions against a newspaper in India and a magazine editor in Chile have drawn international press protests.

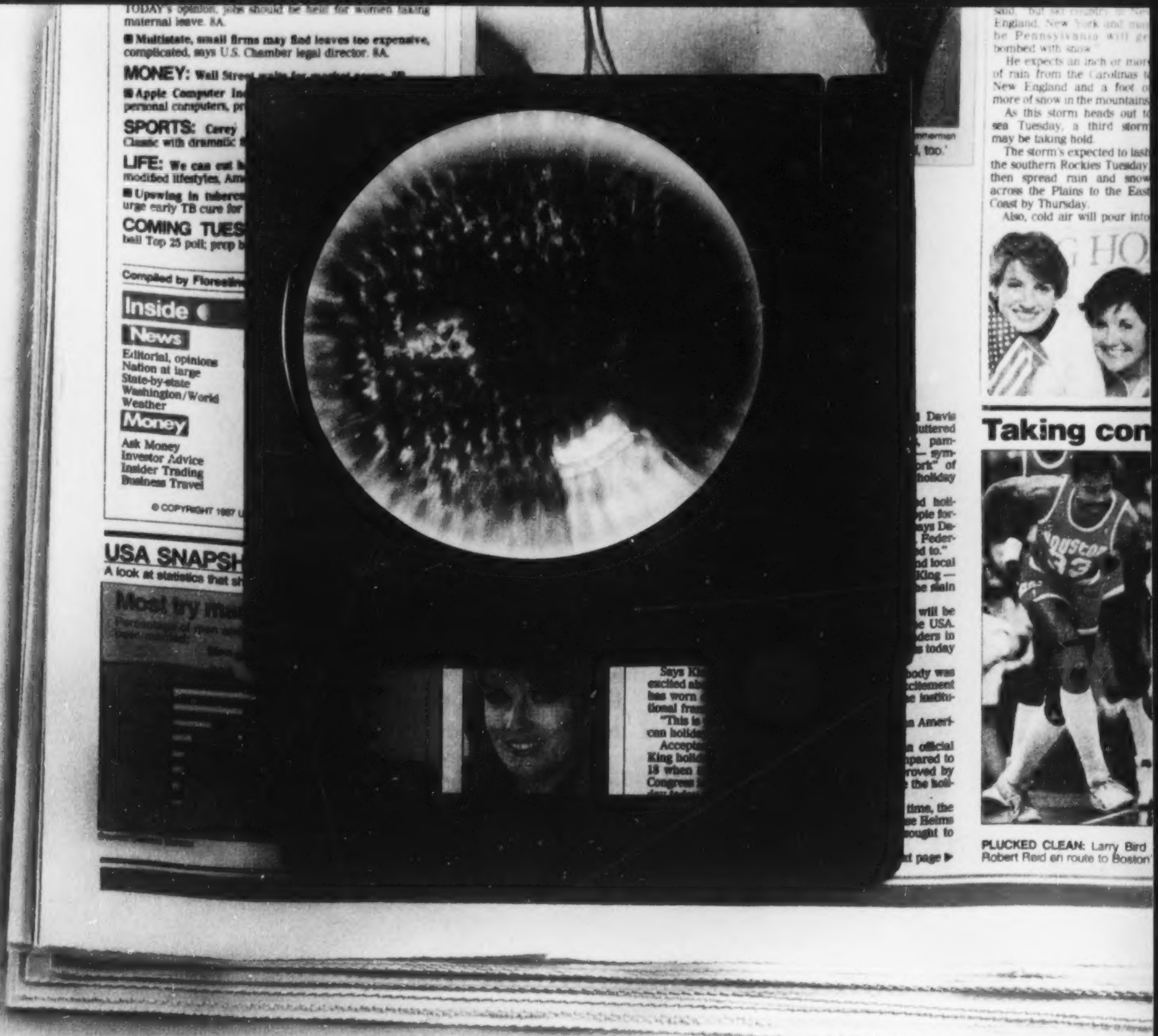
The World Press Freedom Committee was among those protesting government raids on the offices of the Indian Express newspaper. In a letter to India's Prime Minister Rajiv Gandhi, the WPFC expressed skepticism about the official reason for the raids—suspicion of offenses involving the import of machinery.

"Despite allegations of law violations, the nature of these raids forces us to conclude that this is a thinly veiled and heavy-handed attempt to intimidate the Express and other newspapers that have been covering alleged government corruption," the organization said.

Among others protesting the government's action were the International Federation of Newspaper Publishers, or FIEJ, and the Inter American Press Association.

FIEJ and IAPA also protested the imprisonment of Chilean magazine editor Marcelo Contreras for publishing a satirical supplement that portrayed Chilean President Augusto Pinochet as King Louis XIV of France.

Contreras was imprisoned by military authorities and 30,000 copies of his Apsi magazine supplement were seized, according to FIEJ. ☐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'Diversity Principle' reaffirmed

Newspaper-industry executives have praised the decision of a federal judge to continue barring the regional Bell operating companies from generating content for electronic information services, including electronic Yellow Pages.

U.S. District Judge Harold H. Greene's decision reaffirms the ANPA-proclaimed "Diversity Principle" and provides new incentive for the development of electronic information services in the United States, the executives said.

Judge Greene

The other key aspect of the decision regarding information services—to permit the BOCs to perform some limited "gateway" functions related to the transmission of videotex services—coincides with ANPA views, they said.

Citing a lack of technical information, Greene did not immediately issue an order implementing his Sept. 10 decision on the information services question. He asked for proposed orders to be submitted to him by Oct. 15.

The judge's order will be "the operative document as to what is permitted and what is not," said W. Terry Maguire, ANPA senior vice president. At press time, the Association was preparing its proposal for Greene.

Also creating a climate of uncertainty was the possibility of an appeal by the BOCs to a higher court, the likelihood of congressional hearings and the chance of legislation if the BOCs decide to push for it on Capitol Hill.

Despite the remaining questions, newspaper executives were clearly pleased with the results of Greene's first triennial review of the consent decree governing the breakup of AT&T. "The Diversity Principle is alive and extraordinarily well," said Maguire, referring to the Association's position that a monopoly telephone company should not own or control the information flowing over its lines.

Uzal H. Martz Jr., chairman of ANPA's Diversity Principle Task Force, said Greene's plan to allow the BOCs to have some limited involvement in information services was in line with recent ANPA statements.

In its filings with the court and in congressional testimony, ANPA had differentiated between "transmission and content-neutral services" and "those relating to content," Martz said, "and in that sense had moved away from a rigid sense of the status quo." Martz, president and publisher of the Pottsvillle (Pa.) Republican, is also a member of the Association's Board of Directors.

ANPA Chairman George W. Wilson, president of the Concord (N.H.) Monitor, said Greene's decision "appears to provide a fresh incentive for the development of robust electronic information services in this country."

The newspaper executives' enthusiastic response was in stark contrast to that of officials of the Bell regionals, who criticized Greene's decision to give them only a limited role in information services—a role some of them said they believed they were already allowed to play.

Several newspaper executives said they welcomed the fact that the decision removes much of the uncertainty that has plagued the videotex marketplace. "To the degree that the court has clarified the roles (of the telephone companies and information providers), it will help them each in terms of their business plans and in their ability to get together and work in a cooperative fashion," said Thomas Pace, communications counsel for Dow Jones & Co., which is involved in electronic as well as newspaper publishing.

As it prepared its filing with the court, ANPA sought to act as a catalyst for that cooperation. Maguire said the Association planned to contact the Bell regionals "in an effort to convince them that it is in their best interests and in the best interest of information providers to have the final order from Judge Greene be the most workable that it can be."

ANPA executives have been meeting with Bell representatives since divestiture "to see if we could develop a framework very similar to what Judge Greene has now given the green light to," Maguire said.

The bulk of Greene's 223-page opinion was devoted to background on the AT&T antitrust trial over which he presided, the 1982 consent decree that closed the case splitting the BOCs from Ma Bell, and an explanation of why he was denying the BOCs' request to lift the decree's restrictions on their involvement in long distance and telecommunications manufacturing.

In the 30 pages he devoted to the decree's information services restriction, Greene outlined five "gateway" functions that the BOCs should be authorized to perform. He said they were similar to those handled by the French telephone company for its Teletel videotex system.

As described by Greene, the functions are:

- "Data transmission," which would allow consumers to use less sophisticated computer hardware and software
- "Address translation," which would allow consumers to dial a simple code to obtain a specific information provider rather than a separate phone number
- "Protocol conversion," which would allow messages to be sent more efficiently over the telephone network
- "Billing management," which would eliminate both the need for each information provider to bill for its services and the need for consumers to subscribe to individual videotex services
- "Introductory information content," which would be limited to a listing of information providers, the category of their offerings and a "welcoming page." This would advise the consumer of the billing arrangement and ask for the code or name of the information provider desired.

Greene said the telephone companies will

TELECOMMUNICATIONS NOTES

- The Seattle Times has become the latest newspaper to enter the **voice-information-services** business.

The paper's INFO-Line offers news, financial information, sports and weather forecasts. The recorded information is stored in a computer in digitized form and is accessible via telephone using a Touch-Tone service line.

Beginning this month, the newspaper will sell 15-second advertising spots for the service.

- Bell Canada said it will conduct a trial of a **videotex service** called "ALEX" beginning September 1988 in Montreal and later in Toronto. Targeted at the residential market, it will emphasize transactional services.

Consumers will gain access to the service using a specially developed terminal, similar to the Minitel device used in the French Teletel system. It will be rented to users.

The service will use the NAPLPS videotex format developed by the Canadian government and capable of more elaborate graphics than the Antiope format used in Teletel.

1987-88

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing member newspaper executives and others who have been appointed to one-year terms by ANPA Chairman George W. Wilson and ANPA Foundation Chairman Charles T. Brumback, respectively.

Compiled by Ann Adongo, ANPA Executive Staff

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TO ADVANCE THE CAUSE OF A FREE PRESS

not be allowed to provide electronic Yellow Pages because they "would plainly have the incentive and ability to discriminate both against competing providers of directory services and against the publishers of classified and other advertisements." He added, however, that there is no reason the companies should not be allowed to offer "white pages" directories in electronic form.

The filings of the BOCS will be scrutinized for clues as to whether they will proceed to offer such services.

"The question really is whether the gateway role that the judge lays out for the BOCs will be viewed by them as significant enough to want to develop the gateway role," said James Holly, director of electronic information services for The Times Mirror Co.

As the telephone companies consider whether to proceed, they may be in touch with "publishers and possibly other information providers to find out if they are going to be there with products," he said.

"Something like this gateway role (for the BOCs) may well get people talking again about taking another look at mass market videotex," said Holly, who headed Times Mirror's consumer videotex service—it had the name "Gateway"—that folded last year.

Maguire, who was part of an ANPA delegation that traveled to France earlier this year to inspect Teletel, said Greene's opinion gives U.S. publishers "110 percent" of the things most appealing about that system. It allows the U.S. telephone companies to do "all that the French telephone company does that we think they should do," and, unlike the French model, it provides a clear prohibition against their involvement in Yellow Pages and other content.

—Margaret G. Carter

ANPA to support FCC on 'fairness doctrine'

ANPA has been granted its request to "intervene" in the lawsuit challenging the Federal Communication Commission's decision to abolish the "fairness doctrine."

The Association sought intervenor status from the 2nd U.S. Circuit Court of Appeals so that it can file a brief supporting the FCC.

The case has been transferred from the 2nd Circuit in New York City to the U.S. Court of Appeals for the District of Columbia Circuit, at the request of the FCC and Meredith Corp. This is the court whose ruling, on an appeal by Meredith of an FCC action, led to the FCC's August decision to repeal the doctrine [**presstime**, Sept. 1987, p. 41].

The shift in courts does not change ANPA's intervenor status. ☐

ANPA, Advo, others file in pending rate case

The U.S. Postal Service has proposed certain third-class-mail discounts that are larger than they ought to be, ANPA said in testimony submitted to the Postal Rate Commission.

ANPA comments, submitted Sept. 14 as part of the pending USPS rate-increase request filed May 5, call for smaller discounts that would result in third-class rates even higher than currently proposed.

Details were outlined on behalf of the Association in written testimony prepared by Cambridge, Mass., economist Sharon L. Chown. Her testimony and that of about three dozen other rate-case participants will be followed in coming months by rebuttal comments, hearings and oral argument, tentatively scheduled for Jan. 12. New rates will not become effective until early next summer or later.

Chown did not directly address USPS proposals calling for up to 32-percent rate hikes for third-class, although ANPA previously said they are "in the right direction" [**presstime**, Sept. 1987, p. 44].

But those proposals were the topic of strong views expressed by some of the other parties, including direct mailer Advo-System Inc., which said the proposed rates are too high. Advo testified that a 22-percent increase requested by USPS for carrier-route-presorted, bulk mail would cost it an additional $50 million annually—an amount "more than three times Advo's estimated pre-tax profit for this year." Advo said it will clear a profit in 1987 for the first time in "many years."

In addition to recommendations on discounts, ANPA's Chown presented evidence to show that when postal carriers must stop at a house to deliver only one piece of mail—such as advertising mail—the cost of that delivery should be attributed only to that class of mail.

She also argued that neither first-class nor second-class mail should have to pay the entire cost of night-shift, Sunday or holiday premium pay for postal workers as they do now. Third-class should share that burden because it also is handled during those times, Chown said.

Advo, meanwhile, proposed new discounts that take into consideration the distance USPS must transport mail. Such discounts would result in lower costs for firms that minimize distances USPS must carry their mail.

Vincent Giuliano, Advo's vice president of government relations, testified the company is just now recovering from the shock of the last rate hike that took effect in February 1985.

"Because of competitive pressures of newspapers, we were unable to pass all of the rate increase through to our customers without an acceptable loss of volume to newspapers, and we consequently incurred substantial losses during 1985," he said. "Our volume went flat over the entire 1985-86 period during which we restructured our operations and many of our markets, dropping those made hopelessly unprofitable by the rate increase and attempting to hold on where we could.

"Eventually, due to nearly three years of rate stability, we have been able to turn the corner. By mid-1986 we began earning a small operating profit and have gradually improved each quarter since then, although even today our operating margin is small. . . . This year, Advo has embarked on a gradual market expansion effort that we plan to continue for the foreseeable future. Our ability to do so (and even our ability to remain in the market), however, will be entirely a function of postal rates."

Giuliano presented Advo mail volume figures showing that shared-mail, in which two or more ad circulars are united as one third-class piece, leveled off in 1986. Advo shared-mail grew from 39 million pieces in 1980 to 2.158 billion in 1984 and 2.389 billion in 1985. It dropped slightly to 2.373 billion in 1986.

Volume of Advo's "solo mail," containing just one preprint per mail piece, peaked in 1984 at 2.2 billion pieces, Giuliano said. Because "high postal rates for solo mail have made it non-competitive with newspaper distribution," volume dipped to 1.5 billion in 1985. It was 1.6 billion last year.

Giuliano acknowledged that newspapers and direct mailers each have distinct advantages in the delivery of advertising. Newspapers offer Sunday distribution, a guaranteed delivery date and a shorter lead time for receipt of preprints from advertisers. Direct mail offers greater market coverage and selectivity, no duplication, and the "simplicity of dealing with a single distribution purchase—although newspapers have made some improvements in these areas due to the competitive stimulus of shared mail."

He said these factors "weigh differently with each advertiser." In the final analysis, price often plays a decisive role in an advertiser's choice. And for Advo, price is dictated by postal rates, he noted. ☐

Newspapers help to celebrate bicentennial of Constitution

"A Celebration of Citizenship" kicked off the official commemoration of the bicentennial of the Constitution Sept. 16 with an array of pageants, 200th birthday parties, musical extravaganzas and an assembly of national leaders in Washington, D.C.

The national ceremony, which took place on the West Front steps of the Capitol, drew thousands of students, federal workers and other observers. It also reached millions of television viewers nationwide through a live ABC News Special, as President Reagan led the nation's schoolchildren in the Pledge of Allegiance.

Pauline Hammons, fifth-grade teacher in Poplar Bluff, Mo., focuses students' attention on Daily American Republic's Constitution edition.

But most of all, "A Celebration of Citizenship" was a nationwide teach-in for about 66 million students through high school level in 110,000 schools.

Newspapers, assisted by event cosponsor ANPA Foundation, helped schools develop curricula for the day and use the Newspaper in Education program to build students' understanding of the Constitution. Many newspapers also sponsored contests and symposiums to involve students and the general public.

An example of a well-received local event was "A Constitutional Convention," organized by The Rapid City (S.D.) Journal. Participating were 1,700 student "delegates" representing 10 percent of the student body from each of Rapid City's 36 public schools. To handle expenses, the Journal got financial and organizational support from the local bar association, according to Gayle Forsberg, the newspaper's creative services manager.

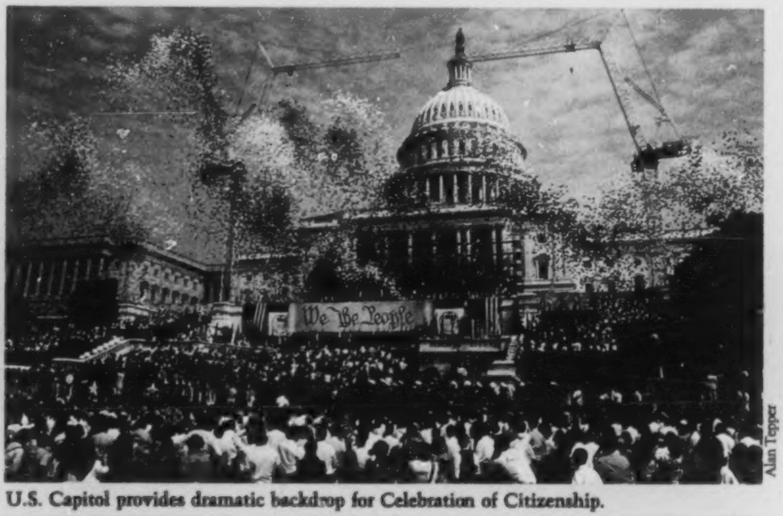
The program began with talks about the Constitution by civic leaders, including Journal President and Publisher David C. Sharp. Next, the student delegates re-enacted a convention roll call. The program concluded with a pageant of the signing of the Constitution, using costumed characters.

The following day, exactly 200 years after the actual signing, the "delegates" returned to their classrooms for celebrations with birthday cakes provided by the school district and additional presentations by members of the bar association and others. Those presentations were geared toward NIE curriculum materials.

Another program that encouraged teacher involvement was a lesson plan contest sponsored by the Kansas City Star and Times, with support from McDonald's restaurants. Twelve teachers in the Kansas City area received grants of $100 apiece from McDonald's for their winning plans.

The newspaper published a booklet containing the plans of the winners and those of 12 receiving honorable mention. The book, "Appreciating Our Freedom . . . 24 Award-Winning Lesson Plans for the Study of the U.S. Constitution," was offered free to educators and proved so popular that the newspapers had to print about 1,000 additional copies.

On the other side of Missouri, many teachers in Poplar Bluff used their local paper, the Daily American Republic, to teach about the Constitution. For instance, Rosemary Doyle of Holcomb High School asked her students to discuss, using examples from the newspaper, "ways we are more free now than 200 years ago," "threats to our freedom," and stories displaying "our Constitution in action." ☐



Alan Tepper

U.S. Capitol provides dramatic backdrop for Celebration of Citizenship.

NIE Week scheduled

Planning has begun for Newspaper in Education Week 1988. Cosponsored by ANPA Foundation and the International Reading Association, it will be observed March 7-11.

A 153-member steering committee representing both the newspaper business and IRA affiliates has been formed to coordinate plans.

The 1988 NIE Week Manual will be mailed to newspapers this month, according to the Foundation. ☐

Women in media study set for '88 publication

Following revisions, a massive study on women in the media is scheduled for publication by Gannett Foundation "sometime next year," according to the author.

The work, "Taking Stock: Women in the Media Before the 21st Century" is being prepared by Jean Gaddy Wilson, a member of the faculty at the University of Missouri School of Journalism. Gannett Foundation has been the primary sponsor of the report, which is now undergoing revision.

A report of her findings as they pertained to newspapers was published in a **presstime** Special Report one year ago.

Wilson's study is based on hundreds of interviews and responses to a national survey, "The Media in the '80s," that was sent in 1985 to all U.S. daily newspapers, television stations and a random sample of radio stations.

The survey asked for information about media employment, including salaries, length of service, and expectations for employment trends over the next five years. ☐

Camera-ready literacy ads mailed to newspapers

Camera-ready ads urging support for literacy programs during September—national literacy month—and thereafter were sent to newspaper executives from ANPA Foundation.

The ads are appropriate for running any time and provide space at the bottom to insert telephone numbers of local literacy agencies or the national literacy hotline, according to Carolyn Ebel Chandler, manager/literacy programs for the Foundation.

Newspapers may choose from two themes: the "Read. Avoid Extinction" theme with dinosaurs, made popular by the Foundation's "Press To Read" campaign; and one depicting the hand of Thomas Jefferson drafting the Declaration of Independence. ☐

'Blessings of Liberty' on videotape

The multimedia presentation, "Freedom and Information: The Blessings of Liberty," is available on videocassette because of positive responses to the 15-minute program that was shown earlier this year to ANPA's 100th Anniversary Convention and ANPA/TEC '87 [**presstime**, June 1987, p. 62].

Its portrayal of changes in the United States over the past 100 years, and the part newspapers have played in that change, may be used in newspapers' community relations and NIE programs, particularly as part of activities surrounding the bicentennial of the Constitution.

The videocassettes are available for $100 apiece (half-inch VHS, half-inch Beta or three-fourths-inch sizes) from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. ☐

INAME fosters 'Adopt-A-University' program

Newspaper advertising executives should "Adopt-A-University" to form partnerships between daily newspapers and university advertising programs, according to a new program developed by the the International Newspaper Advertising and Marketing Executives Foundation.

The organization hopes the program will enhance the education of students, contribute to the professional development of faculty members and increase the schools' resource base.

Suggested activities include participation in career days, visits by students to newspapers, research grants, equipment donations and endowed chairs.

For further information, contact Susan Schoebel, INAME Foundation, 11600 Sunrise Valley Drive, Reston, Va. 22091; (703) 648-1178. ☐

C. David Rambo

Jerry W. Friedheim (left) is the new president of ANPA Foundation, and Judith D. Hines (right) succeeds him as executive vice president, following staff promotions announced in September. Charles T. Brumback of Chicago Tribune Co. continues as chairman of the Foundation Board of Trustees.

READ.
Avoid Extinction
Margaret G. Carter

ANPA Foundation Vice Chairman Sandra C. Hardy (left) accepts a plaque from Patricia Koppman of the International Reading Association commending the Foundation's Press to Read campaign. Also on Sept. 8, National Literacy Day, Hardy unveiled a literacy poster. Copies are available from the Foundation for $7.

Most U.S. dailies' religion writers are Protestants, women and churchgoers

Nearly two-thirds of religion writers on U.S. daily newspapers are women, and the majority are Protestants who attend church regularly, according to a new survey.

The study was conducted by Judith M. Buddenbaum, assistant professor in the Department of Technical Journalism at Colorado State University.

Among her other findings:

- The typical religion writer at a daily paper has a college degree in journalism and 10 years' professional experience as a journalist—four of them covering religious news.
- Most religion writers have about a two-page religion newshole to fill each week while devoting only half their time to that beat. This results in less time for personal contacts with sources and heavy reliance on wire services and church news releases.
- About two-thirds of newspapers with circulation over 30,000 set aside Saturday for publishing most religion news, and three-fourths of smaller newspapers use Friday as the religion-page day.
- Fifty-nine percent of the religion writers said they were Protestant; then, in order, Roman Catholic, 21 percent; other Christian faiths, 6 percent; Jewish, 2 percent; and other religions, 2 percent. Ten percent said they were affiliated with no religious group.

Buddenbaum selected a statistically random sample of 250 daily newspapers ranging in size from under-10,000 circulation to over 100,000. Completed questionnaires were submitted by 141 papers.

The new study suggests there has been a near-reversal in the gender of religion writers since 1978, when a study found that two-thirds of those on the religion beat of large metropolitan newspapers were males. However, the earlier study was limited to papers of more than 100,000 circulation, so results are not directly comparable, Buddenbaum said.

She reported that although some studies indicate a high readership interest in religion news, most editors rank religion very low in importance [**presstime**, Dec. 1985, p. 6].

"Religion has traditionally been considered a second-class beat to be shunned by talented reporters," Buddenbaum said. "As a result, journalism educators and communications researchers have generally ignored religion news."

But she added that recent evidence, "largely anecdotal," suggests the religion beat is gaining in prestige as editors and reporters become aware of "the religious dimension of political news and of reader interest" in religion. □

APME reports cover broad newsroom issues

Digital alteration of photographs, AIDs issues in the newsroom and "tips on staying ahead of the metros" are among dozens of topics addressed in the 1987 Continuing Studies reports by committees of the Associated Press Managing Editors Association.

The 16 reports were issued during APME's annual convention Sept. 15-18 in Seattle.

A limited number of single copies of the reports are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. The committees, names of reports (when given) and committee chairmen are:

- Business and Economics Committee: Sue Reisinger, The Miami News
- Commentary Committee: "The Editorial Page," Robert J. Cochnar, Anderson (S.C.) Independent-Mail
- Ethics Committee: "Ethics Codes—Sunrise or Sunset?" Norman Lockman, The News-Journal Co., Wilmington, Del.
- Features Committee: "Features Grows Up," Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Foreign News Committee: "Korea—A Cool Spot That Became a Hot Spot," David Lipman, St. Louis Post-Dispatch
- Freedom of Information Committee: Earl Maucker, Fort Lauderdale News and Sun-Sentinel
- Journalism Education Committee: "Crisis on Campus—Why Aren't the Best and Brightest on These Seats?" Myrtle Barnes, Daily Press and The Times-Herald, Newport News, Va.
- Marketing and Research Committee: "Strengthening Readership," Tom English Jr., The Fayetteville (N.C.) Times
- Minorities Committee: Reid MacCluggage, The Day, New London, Conn.
- Newsroom Management Committee: Mary Lou Bessette, The Arizona Republic and The Phoenix Gazette
- Photo and Graphics Committee: Michael Waller, The Hartford Courant
- Small Newspapers Committee: Tom Marquardt, The Capital, Annapolis, Md.
- Sports Committee: Beverly Kees, Post-Tribune, Gary, Ind.
- Technology Committee: "Meet the Future—a Report on Pagination and Other Mystical Things," Gregory E. Favre, The Sacramento Bee
- Writing and Editing Committee: Rich Archbold, Press-Telegram, Long Beach, Calif.

Unavailable from ANPA is the report from the General News Committee, chairman of which was Robert W. Ritter, The Sun, San Bernardino, Calif.

At the Seattle meeting, Robert H. Giles of The Detroit News was elected APME president. Other officers elected were Paul Janensch of Westchester Rockland Newspapers, vice president; Gene Foreman of The Philadelphia Inquirer, secretary; C. Donald Hatfield of the Tucson Citizen, treasurer; Ralph Langer of The Dallas Morning News, chairman of the Continuing Studies program; and Reisinger of The Miami News, vice chairman of Continuing Studies. □

Regional pool gets Persian Gulf test

A regional media pool was operating in the Persian Gulf area Sept. 21 when American helicopters attacked an Iranian vessel that American forces said was laying mines.

The incident was the first combat test for the regional pool concept, which was formed in August to allow ongoing coverage of U.S.-escorted tankers in the gulf.

Previously, the pools had consisted of news people assigned to cover the Pentagon in Washington, D.C. On July 24, when the United States began escorting reflagged Kuwaiti tankers, it took 18 hours to fly the pool reporters to the Persian Gulf [**presstime**, Aug. 1987, p. 60].

The regional pool is a continuing operation formed from news personnel already working in the Persian Gulf area. Membership rotates every three weeks.

Those on duty during the attack on the Iranian ship were a United Press International reporter, an Associated Press photographer, a CBS radio announcer and an NBC television crew, said Lt. Col. Craig Mac Nab, Department of Defense public affairs officer.

Mac Nab said the regional concept enables the media to respond faster to a Persian Gulf action. □

Editors deplore erosion of good word usage

Language changes, but editors hold fast in their dislike of some time-honored abuses, an Indiana University journalism professor reported in his annual word-usage survey.

For example, 82.6 percent of those surveyed would change a sentence that refers to "knots per hour." The dictionary definition of knot is a rate of speed, one nautical mile per hour—therefore, "knots per hour" technically means one nautical mile per hour per hour, a redundancy at best. However, 17.4 percent of newspaper and magazine editors surveyed said they would let the sentence stand.

The survey of 200 editors, 120 of whom responded, was performed by Professor Richard L. Tobin for the ninth year [**presstime**, Dec. 1986, p. 60].

Tobin found that 92.9 percent of the editors would change a sentence using an adjective as a verb, as in "to gentle your face." But 7.1 percent said they would allow the writer to gentle a face if that's what he or she felt like writing.

The editors said, by 70.9 percent to 29.1 percent, that "like" cannot be used as a conjunction, as in "The Mets played like they were half asleep."

An overwhelming 95.3 percent said "predominately" is incorrect in usage such as, "The squad was predominately made up of older men." The correct word is predominantly.

Tobin, once editor of Saturday Review magazine, found that an earlier trend toward using titles such as "Mr.," "Mrs." and "Ms." in second references has been reversed. A total of 92.9 percent of editors said they prefer eliminating titles after the first reference.

Nearly 90 percent said the word "gay" has changed to the extent that it should now be used only in a homosexual context.

Tobin concluded that "gay" in its original meaning is a dead word.

The *Merriam Webster Ninth Collegiate Dictionary* gives 1953 as the year "gay" was first defined as a noun meaning homosexual, but many editors indicate the word has only recently taken on that connotation. Many of the editors used phrases such as "a real shame" and "too bad" to describe how they felt about having to give up the original usage of the word. "Gay" once described a cheerful or carefree person or situation, even in book title (*Our Hearts Were Young and Gay*) and Christmas carol ("don we now our gay apparel"). □

Ownership of syndicated work provokes lively discussion

Some of the participants chuckled ruefully after the two-hour panel discussion on artists' ownership rights had finished Sept. 16 at the annual general membership meeting of the Newspaper Features Council in Denver. Others winced.

"The comments were not as bad as they could have been," said Willard Colston, panel moderator and chairman of the Los Angeles Times Syndicate.

"Maybe some things were said that shouldn't have been," said Lee Salem, vice president and editorial director of Universal Press Syndicate.

Panelist Richard S. Newcombe, president of Creators Syndicate Inc., said he has been accused of raiding other syndicates. Newcombe, who has signed up advice columnist Ann Landers, editorial cartoonist Herbert Block, the comic strip "B.C" and others, founded Creators last year on the premise that artists should retain the rights to their material and should be allowed to sign short-term contracts if that's their desire [**presstime**, Sept. 1987, p. 52].

Newcombe has claimed many comic artists are locked into long-term contracts and have signed away the rights to their material.

Panelist Mort Walker, creator of the "Beetle Bailey" strip that is handled by King Features Syndicate, said when he wanted to start another strip, "Gamin and Patches," his contract with King prohibited him from using his own name on the new strip, which is being syndicated by United Feature Syndicate.

Walker, however, said he settled the problem amicably during a round of golf with the president of King Features. He said he is allowed to use his real first name, Addison, in connection with "Gamin and Patches."

Another cartoonist said his relations with syndicates were not so amiable. Bil Keane ("Family Circus") said his contract with King Features expires in 1988, and the syndicate so far has refused to relinquish the copyright. In a later interview, Keane said because the strip he has drawn for 27 years is autobiographical, based on his own family, he will kill the strip if he does not get the rights to it.

Panelist David Hendin, senior vice president and editorial director of United Media, said Newcombe had greatly exaggerated contract situations between artists and syndicates.

Panelist Mike Peters ("Mother Goose and Grimm," Tribune Media Services) came out strongly for artists' independent ownership of their strips.

Attorney Frederick J. Coyer, who has represented numerous cartoonists in syndicate negotiations, took a middle road. In a post-panel interview, he noted that syndication rights are an old topic. For instance, Milton Caniff did not own the rights to "Terry and the Pirates," so he stopped doing it years ago and created "Steve Canyon," Coyer said. On the other hand, Hal Foster, creator of "Prince Valiant," owned the rights to his strip and sold them back to the syndicate before he died several years ago for $400,000, which gave his surviving family a nest egg, he said.

Coyer said the artist should always remember that such rights are subject to negotiation.

In a related action, Pollster Louis Harris announced that he is switching to Creators Syndicate in January. Harris writes a weekly column, "The Harris Poll," that has been syndicated by Tribune Media Services in about 400 newspapers. □

UPI, Southam sign pact

United Press International and Southam Syndicate announced a joint North American marketing agreement in which each company will exchange and distribute the other's information services.

The UPI-Southam deal comes after a proposed agreement between Southam and Scripps Howard News Service fell through [**presstime**, Sept. 1987, p. 53].

Under terms of the agreement, effective Oct. 1, UPI will distribute material of Southam News and of the Financial Times of Canada to its U.S. subscribers. Southam will act as the U.S. wire service's exclusive sales and marketing agent in Canada. □

Classified comic

The first comic strip designed for the classified ad section of newspapers is being offered by Tribune Media Services.

The central characters are Pete and Aggie Haggler, a suburban couple in their 40s who give a lighthearted viewpoint on why readers should turn to the classified section. The strip is the creation of Mike Dikas, an advertising copywriter and account executive, and Paul Reynolds, an illustrator, both of whom work in California. □

ANPA strengthens commitment to minority hiring issues

In a set of unprecedented actions, the ANPA Board of Directors placed minority opportunity in the newspaper business alongside technical and government-relations services as the Association's top priorities.

The actions signify a deepened commitment by ANPA to a newspaper work force that more closely reflects the multiracial makeup of the general population.

At its Sept. 9-10 meeting, the Board:

- Amended one of the Association's five "objectives" statements to say that ANPA will help newspapers achieve "workplace diversity"
- Adopted a "vision statement" that will be used as a guide for accomplishment on minority affairs over the next decade
- Decided to fund an industry-wide employment survey to measure the level of minority employment throughout the newspaper business.

These and other steps were in accordance with the resolution the Board passed last May to "expand plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel" [**presstime**, June 1987, p. 84].

In amending the "objectives" statement, the Board pledged that ANPA will "assist newspapers in enhancing their operating effectiveness, particularly by anticipating and understanding future developments in technology and public policy, *and by furthering work force diversity*" (newly adopted language in italics).

The "vision statement" reads: "As a result of ANPA leadership and enhanced sensitivity in all newspaper departments: The nationwide, newspaper work force more nearly reflects the national diversity of American society. ANPA member newspapers and their executives perceive and participate in minority-opportunity programs as a key ANPA service on a par with traditional technical and government-relations programs. And, therefore, newspapers' role and position as a mass medium are strengthened."

The Board directed the new ANPA Minority Opportunity Committee to develop plans for the nationwide newspaper employment survey and also to study the feasibility of a computerized, national job bank for the newspaper industry.

The committee previously functioned as the Minority Programs Advisory Group under the umbrella of ANPA Foundation. It was given the status of an ANPA standing committee so that it may more directly advise the ANPA Board and staff. The committee of 11 newspaper executives is headed by Jay Smith, publisher of the Atlanta Journal and Constitution. Vice chairman is Karen Howze of USA Today.

The Board also approved additional staffing for ANPA Foundation's continuing minority opportunity work, such as expansion of its multicultural advisory service to newspapers. Foundation personnel will include the first full-time staff director for the Task Force on Minorities in the Newspaper Business. Terri Dickerson-Jones, manager/minority affairs for ANPA Foundation, has been filling that role on a part-time basis. The Foundation will help fund and support the ANPA Minority Opportunity Committee.

In another action at its meeting in Washington, D.C., and Reston, Va., the Board agreed on a statement defining its relationship with the Task Force on Minorities in the Newspaper Business, a coalition of 37 national newspaper associations including ANPA.

"We envision the task force as the priorities-coordination body and the primary projects developer, which would include special efforts in the secondary schools and other projects" such as job fairs, the statement reads.

Many of the task force's projects will be proposed for ANPA funding, with others funded by ANPA Foundation or other organizations as is currently the case.

The various ANPA initiatives were discussed Sept. 23 at a meeting in Los Angeles of the steering committee of the task force. David Lawrence Jr., publisher and chairman of the Detroit Free Press, has been selected by the task force's nominating committee to succeed Loren F. Ghiglione, publisher and editor of The News of Southbridge, Mass., as the group's chairman.

In another development concerning minority development, the ANPA Convention Arrangements Committee is planning a general session on minorities at next April's convention in Honolulu. ☐

How small papers can attract minorities

Loren F. Ghiglione knows that a small-town newspaper can attract minority journalists, even when the town's population is virtually all-white.

In Southbridge, Mass., where he is publisher and editor of The News, there are 17 blacks in a population of 16,625. About a quarter of the blacks are reporters for his newspaper.

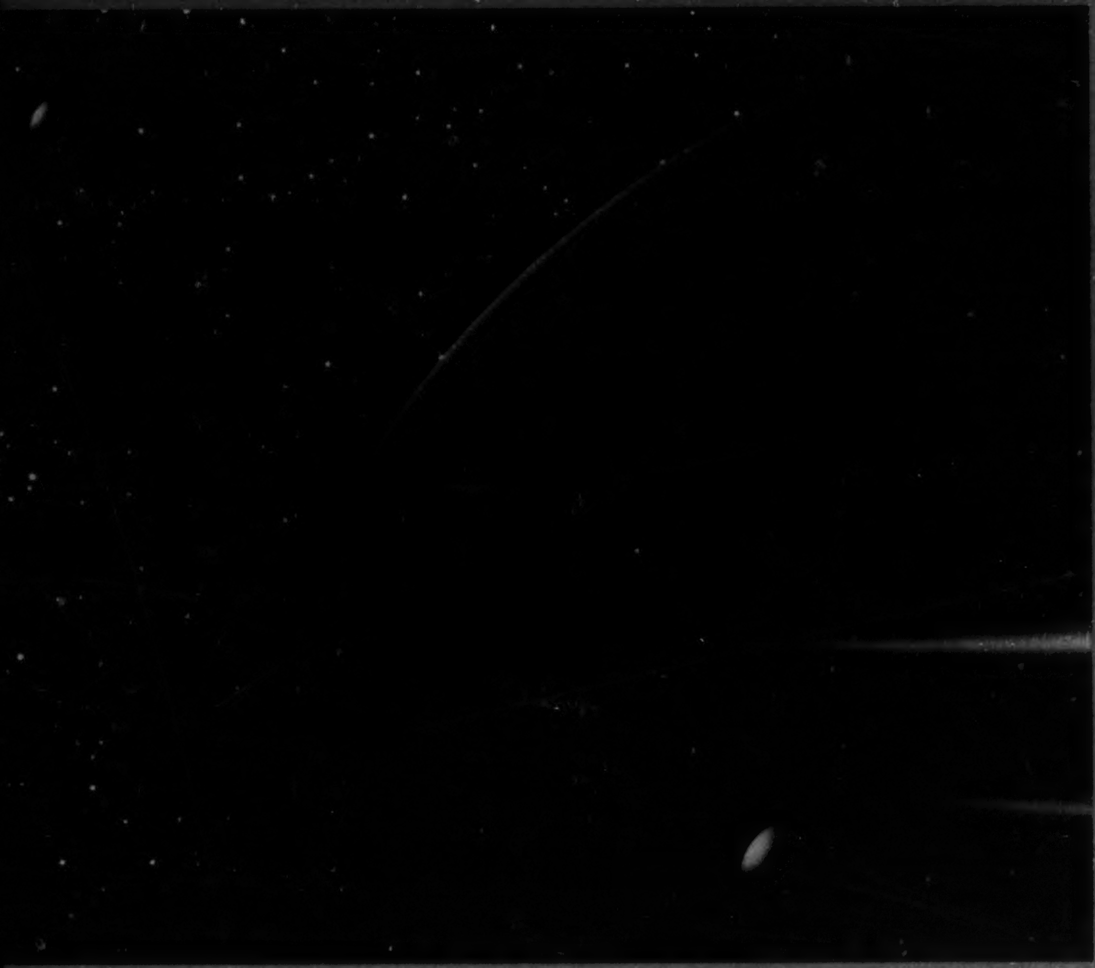
Recruitment and reputation are Ghiglione's primary means for drawing talented minority candidates to his paper. He has found that the two are intertwined. Widely recognized as a leader in increasing opportunities for minorities at newspapers, he has found that larger papers are "very generous" in referring good prospects to him when they don't have openings.

"I offer real jobs, so I can compete" with the big papers at job fairs, he said. But most other small papers do not recruit, he said, "so they don't win."

Many minority journalists also need to change their views about small towns, Ghiglione said in an interview with **presstime**. And that was one of his messages to the annual convention of the National Association of Black Journalists, where on Aug. 21 he accepted the annual Ida B. Wells Award for his "exemplary leadership in providing minorities employment opportunities in journalism."

Aside from the leadership in his own newsroom, he has been chairman of the Task Force on Minorities in the Newspaper Business and of the American Society of

Ghiglione with Wells award.



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Newspaper Editors Minorities Committee.

"It's just as important to persuade minority journalists of the value to them of working in small towns as it is to persuade the editors and publishers of small-town papers to hire minority journalists," he said.

The publisher added, "I believe small-town papers can help provide not only entry-level reporting jobs but (also) the exposure to all aspects of newspapering that could assist reporters to move ultimately into overall management and ownership."

In accepting the Wells award, he announced an award of his own—an internship at his company for a minority journalist to work as assistant to the president. It, too, will be named for Ida B. Wells, a pioneering black editor in Memphis around the turn of the century.

The internship will allow a minority journalist to "experience first-hand the management of the company as it considers acquisitions, personnel policies, equipment purchases and other important decisions," he told the gathering.

Ghiglione later told **presstime**, "Depending on how much experience they bring to it, I'd like them to be a candidate for becoming a publisher. My ultimate hope is to get people who are thinking of owning their own papers. My hope is that we'll find those people who have that dream and encourage them to live it."

The Massachusetts publisher said he is not drawing on any direct model for the program, and many details still must be worked out, such as the level and kind of prior newspaper experience to be required of candidates. However, he expects to start seeking applications by Jan. 1, with the first internship to begin in the fall of 1988.

—Mary A. Anderson

Multicultural program will get new director

The Multicultural Management Program at the University of Missouri School of Journalism will continue despite the departure of Executive Director Ben Johnson, who last year helped found the program that seeks to prepare minorities for media management [**presstime**, Aug. 1987, p. 46].

The school hopes to name a permanent successor to Johnson by the end of the year. His wife, Mary Bullard-Johnson, formerly associate director, will act as the program's director in the interim.

Johnson will become managing editor of the school-produced newspaper, the Columbia Missourian, on Oct. 12. He will be the Missourian's first black managing editor since it began publication in 1908. ☐

Some of the proliferating graphics found hard to read, confusing

BY GUIDO H. STEMPEL III

One of the most striking changes in newspapers in the last decade is the increased use of graphs and charts. The proliferation of computer programs that produce informational graphics undoubtedly means that they will be used even more.

Guido H. Stempel III

There are pitfalls, however, and James Tankard, professor of journalism at the University of Texas, identifies 10 of them in an article in the summer-autumn issue of Journalism Quarterly.

Perhaps the most avoidable of the pitfalls Tankard illustrates is the graph that is too complex. He shows an example of a graph that has six sets of data, including line charts, pie charts and bar charts all mixed together. Of course, nothing stands out, and the visual impact is minimal.

There are also multiple pie charts that are impossible to compare with each other, bar graphs with obscure bar ends and stacked graphs presenting four or five pieces of data with no common base.

Tankard suggests that quantitative graphics may be a neglected area and that we need to pay more attention to what makes charts and graphs effective.

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Everyone talks about journalistic ethics these days. Is anybody doing anything about it? A study by Douglas Anderson, professor of journalism at Arizona State University, indicates the answer is "yes."

Anderson sent a mail questionnaire to 165 randomly selected managing editors of daily newspapers and received responses from 96 (58 percent). He asked editors about distribution of codes and initiatives that their newspapers were taking.

One-fourth of the editors said codes of ethics were posted in their buildings, and 46 percent said copies of codes were distributed to staff members. Forty-five percent said their newspapers had developed their own codes to supplement national codes.

More than three-fourths of the editors said they had issued memos on ethics to their staffs, and two-thirds said they had held meetings or seminars to discuss ethical issues.

All the respondents said they had discussed ethical concerns with staff members.

The study is reported in the summer-autumn issue of Journalism Quarterly.

• • •

Cigarette advertising has been controversial for some time, and alcoholic beverage advertising is becoming controversial because of the growing evidence of the connection between drinking and automobile accidents. Two marketing researchers suggest that there is quite a parallel between the histories of these two types of advertising.

"Alcoholic beverage advertisers are at the same point now where cigarette advertisers were 20 years ago. The alcoholic beverage industry should be aware that a ban on broadcast advertising is possible unless something is done to counter the current anti-alcoholic sentiment," wrote Camille P. Schuster and Christine Pacelli Powell, marketing faculty members of Virginia Polytechnic Institute at Blacksburg. They went on to suggest that the alcoholic beverage industry's best course might be to give up broadcast advertising voluntarily.

The two researchers pointed out that 35 states already restrict alcoholic beverage advertising to some extent, and that the Supreme Court has upheld such bans in four cases.

They also observed that the ban on broadcast advertising did not cause cigarette sales to decline in the early 1970s.

If the alcoholic beverage industry were to pull out of the broadcast media, Schuster and Powell said, it would free up money for other advertising. The issue thus has obvious implications for newspapers, which might realize greater revenue as a result. At the same time, it is possible that the content of newspaper alcoholic beverage advertising might become more subdued, or that a broadcast ban might be expanded to print advertising.

The article is in Issue No. 2, 1987, of the Journal of Advertising. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Eleanor Randolph

The News Business: ***Her new weekly syndicated column on the triumphs and foibles of the media.***

The Washington Post Writers Group

202/334-7131

FOA sales teams organize

One Future of Advertising Project initiative is gearing up, and four others recently came to fruition.

This month, teams organized by the Sales Structure Task Force are expected to begin making calls on major accounts in five categories: credit cards, beer, over-the-counter drugs, overnight delivery services and fast food.

Each team will be composed of an executive from the Newspaper Advertising Bureau, under whose auspices the FOA Project is being conducted; a senior sales executive from a major market newspaper; and support staff. Newspapers represented will be The Boston Globe, Chicago Tribune, Los Angeles Times, The New York Times and The Washington Post.

The task force spent about six months gathering information about the industries and evaluating target accounts, according to Chairman Lance Primis, executive vice president and general manager of The New York Times.

Before they make the calls, he said, the teams will contact newspapers in markets identified as important to the accounts. The newspapers will be asked to approve the sales plan and to participate.

The goal of the program is to demonstrate to newspapers a new method of selling national advertising, Primis said.

The four FOA efforts that have been completed involved preparation and release of new publications:

- "Standard Market Data Folder"—Developed by the Marketing Data Task Force, it contains recommended standards for the booklets newspapers use to present market information to potential advertisers. Subjects covered range from the size folder that should be used (8 1/2 inches by 11 inches, vertical, with three holes punched on the left) to the content of the 10 recommended sections.

Task Force Chairman Robert H. Hartmann, president and publisher of The Evansville (Ind.) Press, said in the introduction: "We encourage the kind of creativity that sets one newspaper's promotional efforts apart from others. But putting such information into a standard sequence and format will automatically make it much more practical and convenient to use."

- "Electronic Competition to Newspaper Classified Advertising"—Prepared by a Denver telecommunications consulting firm for the Technology Subcommittee of the Classified Task Force, this report looks into the impact of emerging electronic competitors on the future of newspaper classified ads.

The firm of Browne, Bortz & Coddington analyzed four categories of electronic services: broadcast, such as television real-estate "showcase" programs; cable-TV services, those with text only and those with both text and pictures; voice information services; and videotex.

It concluded that none of the electronic services analyzed individually represent a "fundamental threat" to print's classified revenue stream in the next five years. "Most will remain comparatively small, marginal businesses, serving specific niche markets," it said. "In the aggregate, however, they could potentially develop into important secondary advertising media, limiting print classified revenue growth."

- "Jargon"—This 72-page glossary of terms used in newspaper advertising, from "AAAA (American Association of Advertising Agencies)" to "zoned edition," was produced by the Standardization Task Force.

That panel has been working not only to make it easier to buy newspaper advertising but also to "facilitate communications between newspapers and their clients and between personnel in different disciplines within the plant," according to an accompanying letter from Task Force Chairman Joe D. Smith Jr., president of the Alexandria (La.) Daily Town Talk, and Sam S. McKeel, publisher of Philadelphia Newspapers Inc. and chairman of the subcommittee that developed the booklet.

- "Report from the Remote Entry Transmission Committee of ANCAM"—Also issued by the Standardization Task Force, it describes the remote-entry process through which advertising is transmitted from a remote personal computer over telephone lines directly into a newspaper's computer.

The report also discusses the ANCAM committee's recommendation that standard software codes be adopted for remote entry. It asks publishers and other newspaper executives to "urge software houses to develop programs that fit the standard specifications" recommended by the committee.

A copy of each report has been sent to all ANPA and NAB member newspapers. Additional copies are available for purchase through the NAB Promotion Department, 1180 Avenue of the Americas, New York, N.Y. 10036. □

Retailer drops daily ads after almost a century

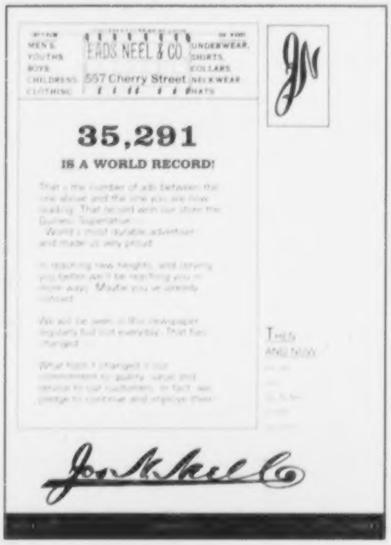
After nearly 100 years, the Jos. N. Neel Co. is no longer a daily advertiser in the Macon (Ga.) Telegraph and News.

"We didn't feel like we needed to be in the newspaper every day," said Roland H. Neel, chairman of the board of the downtown retail clothier that is listed in the *Guinness Book of World Records* as the "Most Durable Advertiser."

Neel said the decision "opens up a lot of money" to be put into advertising in other media, although most of the budget probably will still be spent for newspaper ads.

The last ad ran Aug. 16.

Exactly when the string of ads began is open to debate. One story in the newspaper's files says the store began running ads continuously, daily and Sunday, on Oct. 3, 1887. Then on Feb. 22, 1889, it placed its first ad in the upper left hand corner of Page 2, where all subsequent ads ran. The Guinness record book cites the latter date. Still another account from the newspaper's records puts the starting date sometime in 1890, which would coincide with the store's own count that it had placed a total of 35,291 daily ads. □



MEN'S
YOUTHS
BOYS
CHILDRENS
CLOTHING

EADS NEEL & CO.
557 Cherry Street

UNDERWEAR,
SHIRTS,
COLLARS,
NECKWEAR
HATS

JN

35,291

IS A WORLD RECORD!

Then
and Now

Jos. N. Neel Co.

The last daily ad run by the Jos. N. Neel Co. includes copy from its first ad and its claim to a world record.

Day after day, we insert our know-how into thousands of newspap throughout the world.

Our Rotosert automatic inserting system enables printing plants to achieve optimal production and economical performance in a wide variety of demanding situations. Inserting provides flexible new ways to structure the product, thus offering readers maximum service. The convincing argument is targeted information – for readers and advertisers alike.

Processing while conveying is the secret. It's the cornerstone of Ferag's systems engineering and your key to new markets.

Plan with Ferag from the top down – and turn your mailroom into a profit center.

·F·E·R·A·G·

FERAG INC., BRISTOL, PA. 19007
KEYSTONE INDUSTRIAL PARK, 190 RITTENHOUSE CIRCLE
TELEPHONE 215-788-0892, TELEX 834743

Immigration notice requested

Officials of the U.S. Immigration and Naturalization Service want newspapers to run a statement in their classified advertising sections alerting employers and potential employees of the requirements of a new immigration law.

The Immigration Reform and Control Act requires that anyone hired after Nov. 6, 1986, show proof of identity and proof of eligibility to work in the United States [**presstime**, July 1987, p. 68].

"We in INS are anxious to raise public consciousness regarding the responsibilities of both employers and employees under the new law," William B. Stubbs, executive director of the Office of Employer and Labor Relations, said. "We believe that if a statement such as this could appear along with classified advertising, it would be greatly helpful to persons looking for jobs and those who would be eventually hiring them."

Stubbs suggested the following language for such a statement: "A new immigration law affects everyone who changes jobs. Immediately after hiring, you must show your new employer proof of identity and of your eligibility to work in the United States. Remember: This applies to *everyone*—U.S. citizens and others authorized to work in this country. Employers should not fail to hire anyone because they sound or look foreign. See details in INS Handbook for Employers in your public library, or call toll free 1-800-777-7700."

Stubbs observed that some newspapers' classified sections already carry statements regarding the requirements of laws such as those governing equal housing opportunity. The INS "would be very grateful" if newspapers would "accord us the same service," he said.

However, while the equal housing opportunity statement or logo is required by federal regulations, the INS is asking newspapers to carry its message "as a public service." ☐

Many shoppers redeem coupons 'grudgingly'

A market research firm that studied consumers' behavior and attitudes toward cents-off coupons has found that although more people are redeeming more coupons, many are dissatisfied with the practice.

The study concluded that "a considerable proportion" of the people who redeem coupons do so "grudgingly," said the firm, Clayton/Curtis/Cottrell of Boulder, Colo. "They resent coupons, feel they are caught in a rising spiral of prices triggered by the coupons themselves, and that the only way to maintain a balanced food budget is to get involved in coupon redemption."

Researchers found that consumers blame the manufacturers who issue the coupons, not retailers, and that more than 75 percent of coupon users believe prices would go down if couponing ended.

The multifaceted study was conducted to project the future of the coupon industry in the next decade. ☐

Do you know where your waste is going?

You're invited to attend the 1987 ANPA Health and Safety Symposium.

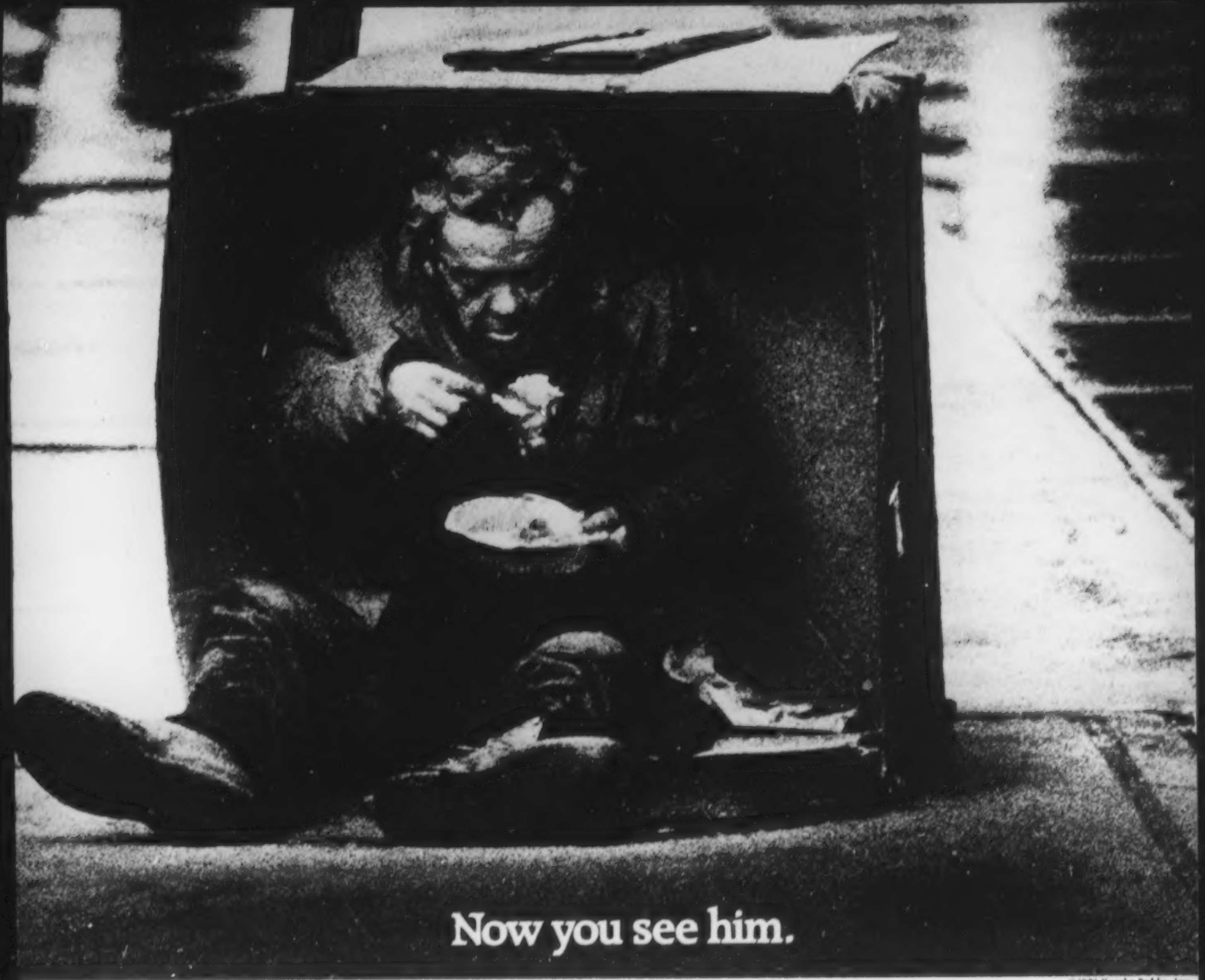
October 29-30, 1987
Orlando Marriott
Orlando, Florida

Newspapers face increasingly complex responsibilities for hazardous waste and its disposal. This seventh annual ANPA Health and Safety Symposium will address issues of importance to all newspaper managers. This year's topics will cover such issues as:

- Waste Management
- Waste Recycling
- Waste Storage
- Waste Disposal
- Drug Testing
- AIDS Issues
- Newspaper Safety
- Superfund Cases
- Asbestos Regulations
- VDT Legislation Issues
- Latest OSHA and EPA Issues
- Hazard Communication Update
- Carpal Tunnel Syndrome
- Right-to-Know Issues
- Environmental Audits

The 1987 symposium brings you timely reports from experts in the newspaper industry and in the industrial and environmental health fields. The $375 registration fee covers admission to all symposium sessions, continental breakfast on both meeting days, a reception Wednesday evening and a luncheon on Thursday.

Call ANPA at (703) 648-1220 for more symposium information and a registration form.


Now you see him.

©1986 Knight-Ridder, Inc.

Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged, Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts.

For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Format of ABC reports may be overhauled for first time in half a century

The Audit Bureau of Circulations is proposing to change significantly the format of its newspaper Audit Reports and its Publisher's Statements for the first time in 56 years.

"It's the first major revision to the ABC newspaper report format since Herbert Hoover was President," said Robert L. Burke, ANPA vice president/industry and public affairs. "It's an effort by ABC to continue providing reliable audits while at the same time making the reports easier to understand and use."

Many of the changes are in terminology, designed to make the reports more self-explanatory for buyers of newspaper advertising who may not be familiar with ABC jargon.

The ANPA Board of Directors was briefed on the proposal in September by one of its members, Edward W. Estlow, chairman of the ANPA/NAB-ABC Liaison Committee. The Board endorsed most of the proposed changes but has advised the ABC of its reservations about two of the proposals, Burke said.

The proposed changes are in four areas:

• **Total Average Paid Circulation.** The title of this section, Paragraph 1 A of both the Audit Reports and the Publisher's Statements, would be expanded to add a parenthetical explanation that all the circulation listed there goes to "individuals" and "designated recipients."

The ABC Board also is proposing that a newspaper may use only the data contained in Paragraph 1 A in comparing its circulation with that of other newspapers.

• **Group.** Within Paragraph 1 A, the category "Group: Mailed Subscription Special"—which covers copies that are purchased by a business for its employees—would be changed to "Group: Subscriptions by Businesses for Designated Employees."

Currently, only business and national newspapers are eligible to report circulation in this category, but under the proposal the category would be available to all papers. A newspaper would have to provide both names and titles for recipients. The ANPA Board told ABC that it believes either the name or the title would be sufficient, Burke said.

• **Average Bulk Sales.** This section would be renamed "Third Party (Bulk) Sales" and be moved from Paragraph 5 to Paragraph 1C, which puts it on the front page of the Publisher's Statement and in most cases the Audit Report as well. This would make it easier for advertising buyers to see all of the elements of a newspaper's paid circulation at a glance.

Newspapers would be required to indicate the four largest categories of their bulk sales from a list of standard descriptions, such as "Airlines—available for passengers" and "Hotels—available for guests." A fifth entry would cover all other bulk sales.

• **County Circulation.** Currently, national newspapers are exempt from the requirement to report circulation by county. That exemption would be eliminated. However, ABC members could request an individual exemption. The ANPA Board has expressed its opposition to this change because of the cost that would be involved in coast-to-coast, county-by-county reporting, according to Burke.

At its Aug. 12-14 meeting, the ABC Board approved the changes in principle. At its next meeting, Nov. 12-14 in San Francisco, it will consider taking the first step toward making changes in the ABC rules to implement them. A final vote to change the rules would be required thereafter.

The ABC Newspaper Division will discuss the proposals at its meeting Nov. 12.

At that meeting, the division also will elect three representatives to the ABC Board. The boards of ANPA and of the Newspaper Advertising Bureau have endorsed the three incumbent newspaper directors for re-election. They are: John O. Emmerich, editor and publisher of the Greenwood (Miss.) Commonwealth (representing newspapers with less than 15,000 circulation); Grover Friend, president of Calkins Newspapers, Levittown, Pa. (representing papers with circulations from 15,000 to 100,000); and William C. Green, publisher of the Huntsville (Ala.) Times and vice president of Birmingham News Co. (representing papers with more than 100,000 circulation).

In another development, the ABC Board extended for a year its suspension of the rule prohibiting same-day promotion of coupon values. Burke said it appears likely that the rule will be eliminated altogether a year from now. □

Carrier Day Oct. 10

Newspapers depend heavily on their carriers, hence, the theme of the 1987 International Newspaper Carrier Day: "They are the last link to firsthand information." The promotion is sponsored annually by the International Circulation Managers Association, which has distributed camera-ready logos to its members.

International Newspaper Carrier Day

ZIP code reporting becomes more prevalent

A total of 210 North American newspapers now report their circulation to the Audit Bureau of Circulations by ZIP code or, in the case of Canadian newspapers, by Postal Code.

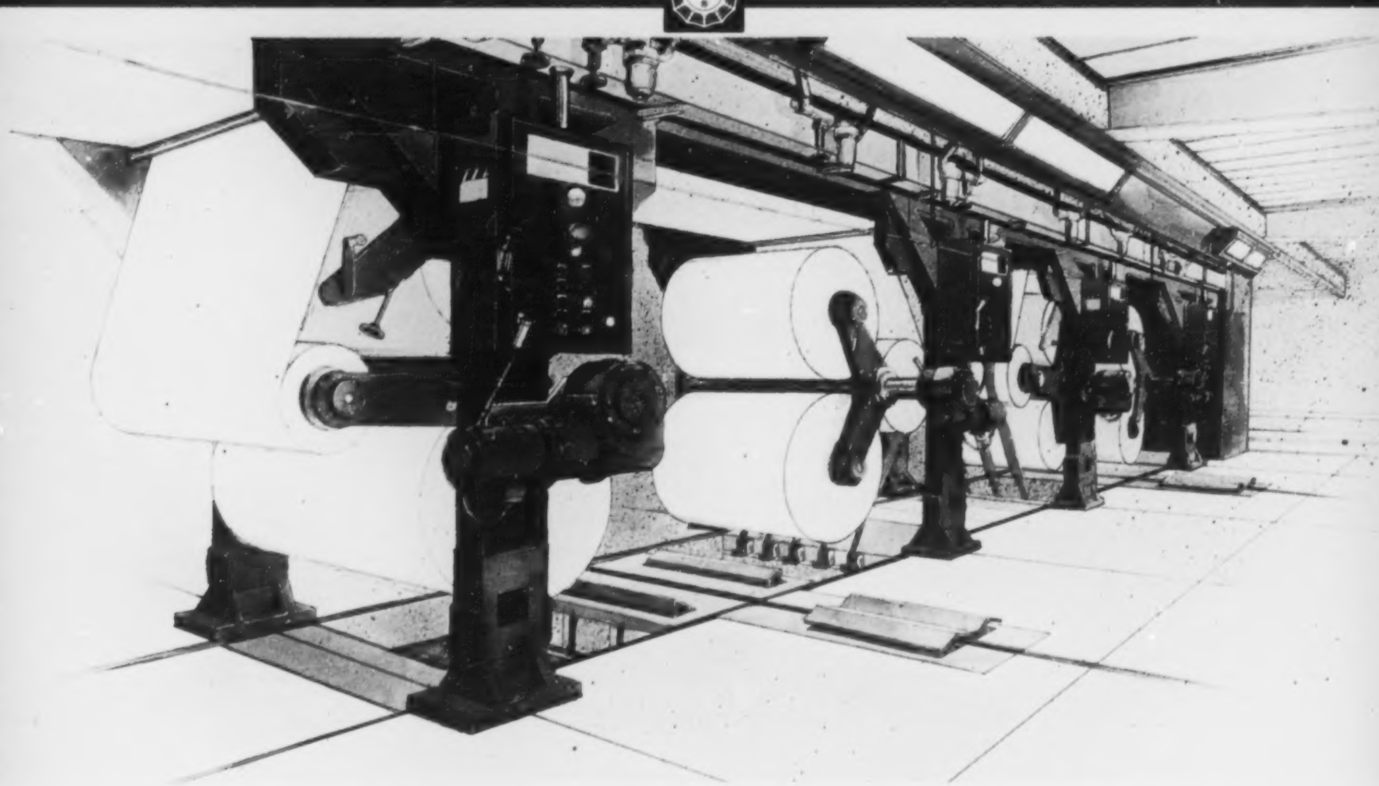
This is a net increase of 43 papers since Sept. 1 of last year, according to the ABC.

"Much of the growth in 1987 is due to increased awareness of the benefits of ABC's program," the bureau said in the introduction to its new "ZIP/Postal Code Case Book."

The publication contains interviews on why retailers want newspapers to report by postal code, why three newspapers decided to participate in the program and how one of them, The Milwaukee Journal, prepared for its first ZIP code audit.

Reporting by postal code is optional, and the procedure dates from the early part of this decade. Of the papers currently participating, two are Canadian dailies, two are U.S. weeklies, and the balance are U.S. dailies.

Copies of the publication are available from ABC's Communications Department, 900 N. Meacham Road, Schaumburg, Ill. 60173-4968. □



How to improve your paper's circulation

Improving your paper's circulation in your *reelroom* has been our business for over thirty-five years.

The Jervis B. Webb Company was one of the first companies to apply material handling technology to newsprint roll handling. Our systems currently operate in newspaper publishing facilities across the U.S. and Canada, transporting newsprint rolls from receiving docks to presses in the most timely, efficient manner possible.

Our success in newsprint roll handling stems from an in-depth working knowledge of newspaper production and an ability to offer the widest range of alternatives to satisfy production requirements. We can design single-source systems incorporating a wide range of Webb products, including Towveyor® floor conveyors, Prontow® Automatic Guided Vehicles, appropriate control systems and Webb-Triax® Automated Storage and Retrieval Systems. Webb engineers design each system with the material handling products necessary to handle the demands of the facility it serves.

Implementing the right newsprint roll handling system may be the first step towards achieving the efficiency and quality you need to increase your readership. Contact a Webb representative for a free brochure on the latest newsprint roll handling techniques and see what we can do to improve your paper's circulation.

Jervis B. Webb Company
World Headquarters, Webb Drive
Farmington Hills, MI 48018
313/553-1220

Plans set for first nationwide newspaper salary survey

Preliminary results of the first nationwide newspaper salary survey, which will be funded by ANPA, are expected to emerge in the spring of 1988, with the final report published in the summer. The survey is planned as an annual project.

The ANPA Board of Directors in September approved plans for the survey, which will be coordinated with many other newspaper associations [**presstime**, July 1987, p. 69]. Hervey A. Juris, professor of human resources management at Northwestern University's J.L. Kellogg Graduate School of Management, will supervise the survey. He will report to ANPA Executive Vice President Thomas C. Fichter.

Hervey A. Juris

Participating newspapers will receive detailed data that will enable them to compare their salary structures geographically, by circulation size and with the industry as a whole. A summary report may be publicly released.

Fichter said the collection, entering and processing of the data, and the production of reports, will be subcontracted to the Inland Daily Press Association. Juris and a compensation specialist will be working with Donald T. Beelow, Inland's director of research. Inland's headquarters is in Park Ridge, Ill., not far from Northwestern.

In the past, Fichter said, as many as 50 companies and associations, including Inland, have conducted annual salary surveys. About 350 newspapers participate in the Inland survey [**presstime**, Aug. 1984, p. 6].

"There is a growing belief that as many as 800 respondents could be encouraged to participate in a more comprehensive survey," Fichter said. "Aside from the greatly enhanced utility value, a nationwide survey could very likely eliminate much of the duplication inherent in the multiple-survey approach used now.

"We recognize that compensation directors to some extent like to have multiple sources of data for comparison purposes. We do, however, expect that enough of the 50 other groups conducting surveys now will participate in a joint survey to effect economies for the business and for the associations involved."

Inland charged a fee for participation in its salary survey, but the new survey will be free to participants. Inland Executive Director Ray Carlsen said he is optimistic that the goal of 800 participants can be reached. "As the database is expanded, the results become more valuable to the participants," he noted.

Carlsen said some Canadian dailies have participated in the Inland survey, and they are expected to take part in the new one.

Fichter, who described the survey as "ecumenical," said it will be open to non-ANPA member newspapers. About 65 different job descriptions will be identified, and the salary data will include bonuses.

An advisory group of newspaper compensation experts has been formed. "Because this is the first time a project of this magnitude has been undertaken, and because the scope of the project will depend in large part on the advice of the advisory group, it is difficult to determine precisely what the total costs will be," Fichter said. "However, we estimate that the annual cost will be in the $75,000 to $100,000 range."

Juris will retain access to the survey data and will work with ANPA in developing a continuing research agenda, and in developing potential continuing education programs for the industry as guided by ANPA's Human Resources Committee. □

Average '88 pay hike budgeted at 5.3 percent

White-collar pay increases in the printing/publishing sector and in U.S. industry as a whole are expected to average about 5.3 percent in 1988, according to a survey by a management consulting firm.

The survey of 2,500 firms, including several large newspaper companies, was conducted by William M. Mercer-Meidinger-Hansen Inc. John D. McMillan, managing director at the firm's Deerfield, Ill., office, said the projections reflect relatively low levels of inflation and the need to maintain business competitiveness.

In the executive category among all industries, actual increases in 1987 averaged 5.4 percent and are budgeted to be 5.3 percent next year. Increases for middle managers are also expected to decline slightly, from 5.2 to 5.1 percent.

In the non-exempt category, white-collar hourly employees are budgeted for a 4.9-percent increase next year, compared with an average of 5 percent paid this year. □

New York Daily News and two more unions agree on contracts

The New York Daily News has reached agreements with two more unions on new three-year contracts that could be the basis for wage settlements with eight other unions at the newspaper. The agreements are subject to ratification by the unions' memberships.

The contracts with the Newspaper and Mail Deliverers' Union, the largest union at the paper, and with Typographical Union No. 6 both provide for no pay increase the first year, a $26 a week increase in the second year and $36 the third.

In late August, members of Photoengravers' Union 1-P ratified a contract that left the wage package subject to agreements with the other unions.

In the process of renewing contracts that expired March 30, the Daily News has been seeking $30 million in concessions from the unions [**presstime**, May 1987, p. 96].

In the agreement with the Deliverers, the newspaper, owned by Tribune Co. of Chicago, agreed to increase its contribution to the union's health and welfare fund in exchange for additional cost savings to offset that adjustment. The company also agreed to pay $65,000 to drivers who resign.

Gregory L. Thornton, vice president/director of industrial relations, said the agreement with the drivers would save the newspaper $6 million a year. □

NLRB elections

Houston Chronicle, GCIU: Paper handlers voted 51-15 against further representation by Local 6 of the Graphic Communications International Union.
(NLRB Case No. 23-RD-599)

San Diego Union and Tribune, CWA: Mailroom "supplementers" voted 8-1 in favor of representation by Mailers' Union No. 75. The occasional employees, who supplement the workforce, are now included in the same unit as mailers and trainees.
(NLRB Case No. 21-RC-17930)

Scranton (Pa.) Tribune, Guild: Copy people and correspondents voted 9-1 in favor of representation by The Newspaper Guild. The union already represented other editorial department employees.
(NLRB Case No. 4-RC-16410)

Negotiations at an impasse in at least 10 cities

The Bakersfield Californian is the latest newspaper to declare an impasse in bargaining over a new labor agreement and to impose the company's last best offer on employees in the unit.

The action taken Sept. 10 in negotiations with The Newspaper Guild, commonly called "posting working conditions," follows a similar move taken by The Washington Post Aug. 18 in negotiations with the Guild.

The union represents editorial and commercial employees at both newspapers.

The contract in Bakersfield expired May 16, 1987. The Post earlier had canceled the terms of its Guild agreement, which expired July 9, 1986. Earlier this year, The Fresno (Calif.) Bee and The Sacramento Bee posted conditions after reaching an impasse with the Guild [**presstime**, Aug. 1987, p. 48].

The Guild has filed unfair labor practice charges with the National Labor Relations Board against the Post and The Sacramento Bee, but no complaints have been issued.

Members of other unions also are working under posted conditions at newspapers. Examples are: pressroom employees represented by the Graphic Communications International Union at The Virginian-Pilot and The Ledger-Star in Norfolk, the Fort Lauderdale News and Sun-Sentinel, and The Modesto (Calif.) Bee; composing room employees represented by the Communications Workers of America at The Anchorage Times, The Houston Post and the Fort Lauderdale dailies; and mailroom employees represented by the CWA at The State-Journal-Register in Springfield, Ill.

Labor specialists say the main reason for the recent increase in deadlocks is that a strike is no longer an effective weapon. "The notion of 'no contract, no work,' is of a bygone era," said ANPA Manager/Labor Relations Charles D. Cole. "The perception that employees are less inclined to strike if an impasse is reached has strengthened the resolve of management to hold firm to its bargaining demands."

Two Canadian strikes end

Strikes by the Graphic Communications International Union that began last spring have ended at two dailies in Ontario, Canada.

The unrelated disputes were over renewal of labor agreements. Both newspapers continued publication during the walkouts [**presstime**, May 1987, p. 96].

The Cornwall Standard-Freeholder was struck April 2 by members of the Montreal local, which represents employees in the pressroom and another unit of commercial employees. The strike ended Aug. 28 with a negotiated settlement.

The Brampton Times was struck March 30 by two members of the Toronto local, which represents pressroom employees. There has been no picketing for months, and the company said it considers the union to have abandoned the unit.

Arbitration awards

Detroit Free Press, Teamsters: Richard Mittenthal found a circulation district manager was protected under the labor agreement for the loss of $322 in company funds resulting from theft.

Detroit News, Guild: George T. Roumell Jr. found that reporters assigned to the newspaper's Lansing bureau were entitled to a guaranteed minimum mileage allowance.

Detroit News, Teamsters: Gabriel N. Alexander sustained the 10-day disciplinary suspension of a circulation district manager for insubordination to a supervisor.

Detroit News, Teamsters: Edwin R. Teple sustained the discharge of a circulation district manager for falsification of company records.

Long Beach (Calif.) Press-Telegram, Guild: William Levin ruled that a new group of circulation sales and marketing employees should not be added to the union's bargaining unit.

Middletown (N.Y.) Times Herald-Record, CWA: Herbert L. Haber sustained the discharge of a reporter for incompetency.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Complaint reinstated in bargaining over 'merit pay'

An NLRB complaint against The Cincinnati Enquirer in a case involving bargaining over "merit pay" has been reissued.

Local 9 of The Newspaper Guild charged that the newspaper—by insisting that wages be based solely on merit—violated the Taft-Hartley Act during negotiations for an initial labor agreement covering newsroom employees. The union sought to negotiate a minimum wage scale.

NLRB Regional Director Emil C. Farkas issued a complaint against the paper in 1986, but it was subsequently withdrawn. The Guild appealed the action to NLRB General Counsel Rosemary M. Collyer [**presstime**, March 1987, p. 63].

Granting the appeal, Collyer directed Farkas to reissue the complaint and schedule a hearing before an administrative law judge. The hearing is scheduled to begin Oct. 27.

(The Cincinnati Enquirer Inc., Case No. 9-CA-23190)

Newspaper union prevails in free-speech case

The California Court of Appeal upheld the right of a newspaper union to distribute literature in a shopping mall.

The court ruled that the right to hand out leaflets about a labor dispute with The Daily Republic of Fairfield was protected as free speech under the state's constitution.

The union involved is the Northern California Newspaper Organizing Committee, which was certified by the NLRB in 1984 to represent a unit of all non-supervisory employees at the newspaper. The court case grew out of the union's efforts to inform the public through distribution of leaflets about the Republic's refusal to bargain with it [**presstime**, March 1986, p. 58].

An NLRB order that the newspaper bargain with the union was upheld by the 9th U.S. Circuit Court of Appeals, but to date, no agreement has been reached.

(Northern California Newspaper Organizing Committee v. Solano Associates, CCA No. AO 32887)

Canadian election

Editorial employees of The Winnipeg (Manitoba) Sun have voted to be represented by the Media Union of Manitoba, which is affiliated with the Communications Workers of America.

GCIU sued for damages in wake of Montreal lockout

The owner of The Gazette of Montreal, its publisher and 18 foremen are suing the Graphic Communications International Union for activities related to the lockout of pressmen and maintenance workers there.

Southam Inc., Publisher Clark W. Davey and the foremen contend in their suit that the union's picket signs, without justification, have accused them of employing "scabs" in violation of the Quebec Labor Code, which forbids the hiring of replacement workers.

The plaintiffs are seeking $400,000 (Canadian) in damages. Named as defendants are the union and 13 of its officers.

Their suit, filed in Quebec Superior Court, said the union had painted the word "scabs" on the newspaper's building and issued press releases accusing them of violating the law. It also said the union and its officers had distributed leaflets in the neighborhoods where the foremen live, describing them as scabs.

GCIU President James J. Norton said the international union will support its members in Montreal "as long as necessary to obtain a satisfactory settlement. That's an absolute. The resources in our defense fund are very, very adequate."

The pressmen and maintenance workers were locked out July 10 after Local 41M of the GCIU refused to accept proposals for new scheduling clauses. The lockout was a pre-emptive move against a threatened strike by the union [**presstime**, Aug. 1987, p. 50].

In another development, GCIU-represented mailroom employees, who had been observing the pressmen's picket line, struck the newspaper Aug. 14 when their labor agreement expired.

But daily publication is continuing, with the work of the 250 locked-out employees and strikers being performed by supervisory and managerial personnel.

Employees represented by The Newspaper Guild and the Communications Workers of America are continuing to work. □

Newspaper's check of union official ruled proper

The NLRB general counsel in Washington, D.C., has upheld a regional director's refusal to issue a complaint against the Providence Journal Co. for investigating the background of a union official.

General Counsel Rosemary M. Collyer said that the appeal, brought by Local 41 of The Newspaper Guild, was denied "substantially for the reasons set forth" in the acting regional director's letter and that further proceedings were "unwarranted."

The acting director, Michael F. Walsh, had found no evidence that the investigation into the background of the Guild's new interim administrator violated the Taft-Hartley Act. Walsh said the investigation extended only to the educational background and employment history of the administrator, a person the company could reasonably expect to be dealing with in the course of bargaining [**presstime**, July 1987, p. 69]. □

Guild denied appeal over drug testing

An appeal by The Newspaper Guild of the Twin Cities over the drug-testing policy of the Star Tribune of Minneapolis was rejected by the NLRB general counsel.

The union, arguing that the Star Tribune unlawfully refused to bargain over the policy, had appealed an NLRB regional director's refusal to issue a complaint against the newspaper.

But General Counsel Rosemary M. Collyer agreed with Regional Director Ronald M. Sharp that the dispute should be resolved under the grievance and arbitration procedures in the Guild's labor agreement with the newspaper [**presstime**, June 1987, p. 99].

The drug-testing policy took effect in January as part of medical examinations required of all job applicants.

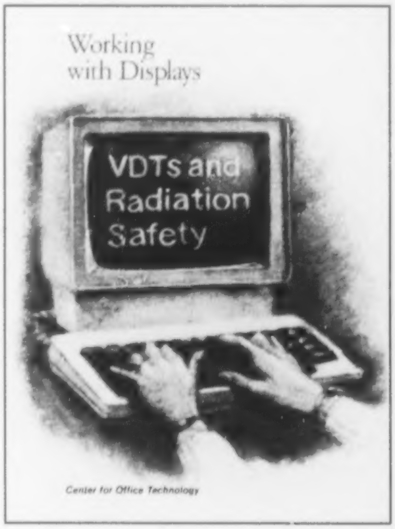
(Minneapolis Star and Tribune Co., NLRB Case No. 18-CA-9938) □

COT publishes new booklet on VDT safety

The Center for Office Technology in Washington, D.C., has issued a new booklet that provides users of video display terminals with information on radiation.

VDTs, like other electrical devices, give off a small amount of electromagnetic radiation. The booklet, "Working with Displays: Radiation Safety," explains why most scientists have concluded that the level of radiation emitted from VDTs is not harmful.

The publication discusses the various types of radiation and the "extremely low frequency" and "very low frequency" electromagnetic fields. It notes that considerable research on the effect of ELF and VLF fields has been done, and will continue, but that no scientific data to date has demonstrated a link between the fields produced by VDTs and any harmful biological effect on humans [**presstime**, Sept. 1987, p. 62].



Up to 10 copies of the 14-page booklet can be obtained free; additional copies are 25 cents each. Contact COT, 1801 K St., NW, Suite 905, Washington, D.C. 20006; (202) 452-9060. □

Recent contract settlements

Boston Globe, GCIU, Teamsters: Three-year agreements covering pressroom employees, photoengravers, mailroom employees and delivery department personnel; retroactive to Jan. 1, 1987.

Indianapolis Star and News, GCIU: Five-year agreement covering paper handlers and pressroom employees; retroactive to June 1, 1987.

(Details in October 1987 ANPA Labor & Personnel Relations Letter.)

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If your salespeople don't recover the investment of our seminar within 30 days of your kickoff, we will return to your community, go out with one of your people and write the business for you. If we fail to do so within 10 days, we will issue a refund.

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Newspaper trainers share experiences

When trainers and other human-resources specialists get together to talk about their experiences and frustrations, their problems and solutions, the exchange of information rises to unusually high levels.

That was apparent Sept. 16-19 when more than 60 specialists in newspaper human resources, including two dozen full-time training and development managers, met for the eighth Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association.

Program topics at the meeting in Baltimore ranged from training youths in the art of selling subscriptions, to outdoor team-building experiences for executives.

On the latter point, Nedra Weinstein, assistant manager of organization development and training at The Washington Post, said that groups of employees who have to rely on each other in an office environment can profit immensely from roughing it together outdoors.

The trainers heard publishers and other newspaper executives outline what is expected of them. One of the most important jobs for a trainer, said Reg Murphy, president and publisher of The Baltimore Sun, is to instill front-line supervisors with leadership and management skills.

Another speaker, Diana M. Zinda, advertising director of the Sunpapers, said trainers "can contribute to the bottom line" by improving staff performance. She stressed the importance of giving new managers training on how to supervise people.

Along that same line, Geoffrey M. Bellman, author of *The Quest for Staff Leadership*, explained how managers in staff positions can develop leadership qualities. Managers tend to follow maps, he said, while leaders tend to "navigate by the stars."

The newspaper attendees themselves had plenty of suggestions for their peers. "We need to know more about our customers' businesses," said Beth E. Farber, advertising sales trainer for the Star Tribune of Minneapolis.

Judy Shay, training manager for The San Diego Union and The Tribune, described a 22-hour program, divided into half-day sessions, for developing the platform skills of line managers so they can become better trainers.

Peter Block, an organization development consultant, empathized with the trainers in their efforts to gain acceptance within their organizations and to build credibility. He said people make a career of training because they are visionary and value-driven. "You are advocates much like newspapers themselves."

But obstacles can get in their way. For one thing, the newspaper business has a tradition of autocratic leadership, said Block, author of *The Empowered Manager*. In some cases, he said, the business "advocates for the community what it has a hard time doing within itself." *—Clark Newsom*

New Executive Development Program joins API's seminar schedule

Four sessions of a new Executive Development Program are among the 36 seminars scheduled next year by the American Press Institute in Reston, Va.

The new program will include a computerized management simulation that will enable executives in teams of five to publish a simulated daily newspaper over a simulated six-year period.

In addition to the 36 seminars, six regional workshops for reporters and copy editors will be held. Dates and sites will be announced in January.

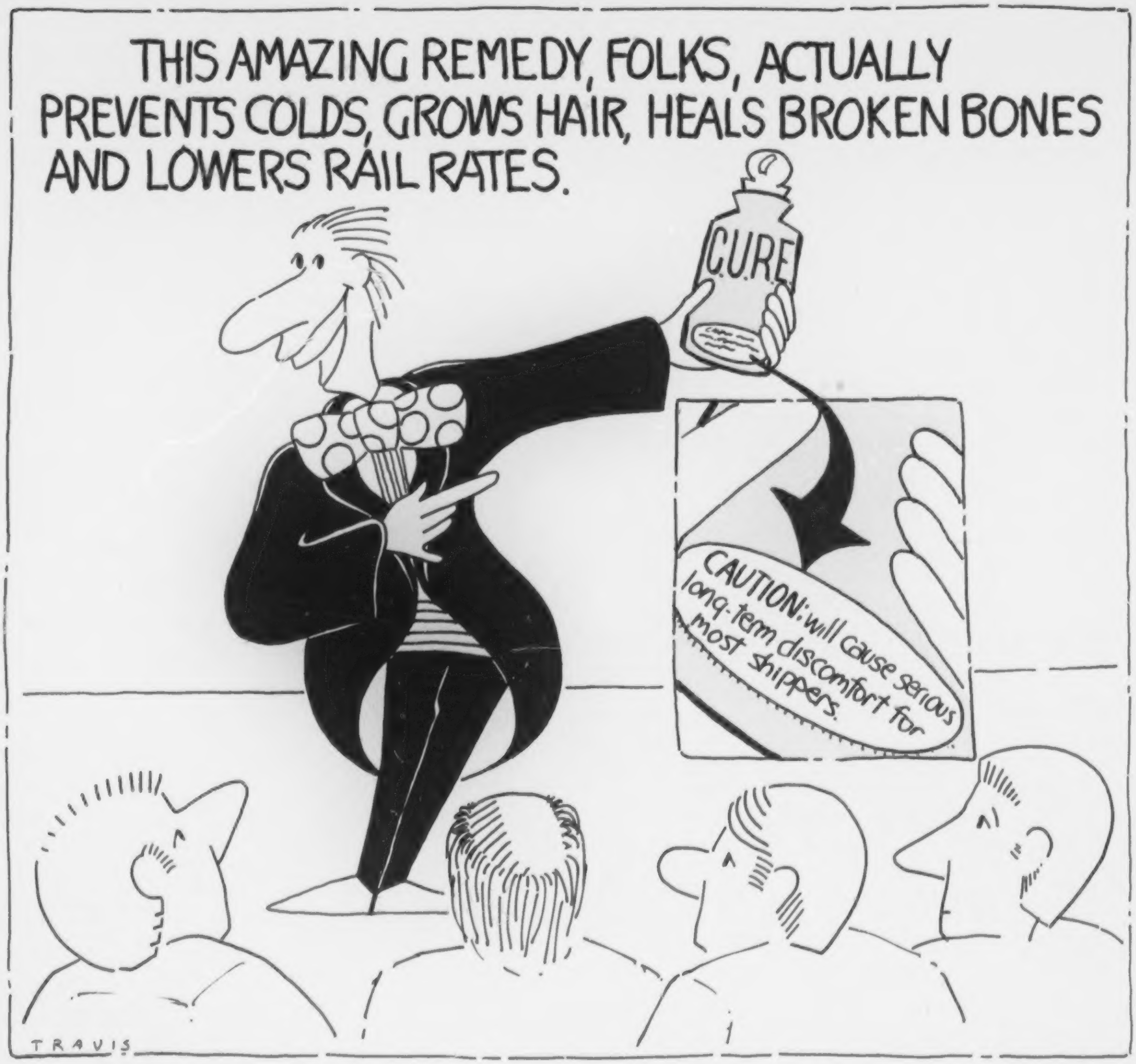
Thirty-three of the seminars will be for daily newspapers and three for weeklies.

One seminar (denoted by an asterisk in the list below) will be held in Toronto, and two (denoted by double asterisks) will be in California:

- **City and Metro Editors** (for newspapers over 75,000 circulation), Jan. 10-20
- **Editing the Weekly Newspaper,** Jan. 10-15
- **Newspaper Design and Graphics,** Jan. 17-22
- **Circulation Managers,** Jan. 24-Feb. 3
- **Classified Advertising Managers,** Jan. 24-30
- **Developing Management Skills,** Feb. 7-12
- **Executive Editors and Managing Editors** (for newspapers under 75,000 circulation), Feb. 14-24
- **Executive Development Program** (for newspapers over 75,000 circulation), Feb. 28-March 4
- **Marketing the Daily Newspaper,** March 6-11
- **News Editors and Copy Desk Chiefs,** March 13-23
- **Weekly Advertising Executives,** March 13-18
- **Management and Costs** (for newspapers over 75,000), March 20-30
- **Newspaper Production and New Technology,** April 10-15
- **Circulation Sales and Marketing Strategies,** April 10-15
- **Sports Editors,** April 17-27
- **Executive Editors and Managing Editors** (for newspapers over 75,000 circulation), April 24-May 4
- **Feature and Lifestyle Editors,** May 1-7
- **Advertising Executives** (for newspapers over 75,000 circulation), May 8-13
- **Executive Development Program** (for newspapers under 75,000 circulation), May 22-27
- **Management of the Weekly Newspaper,** June 5-10
- **Management and Costs** (for newspapers under 75,000 circulation), June 12-22
- **Developing Management Skills** (at Toronto), June 19-24*
- **News-Editorial Management for Non-News Executives,** June 19-24**
- **City and Metro Editors** (for newspapers under 75,000 circulation), Sept. 18-28
- **Executive Development Program** (for newspapers over 75,000 circulation), Sept. 25-30
- **Advertising Executives** (for newspapers under 75,000 circulation), Oct. 2-12
- **Journalism Educators,** Oct. 2-7
- **Executive Development Program** (for newspapers under 75,000 circulation), Oct. 9-14
- **News Editors and Copy Desk Chiefs,** Oct. 16-26
- **Human Resources Management,** Oct. 30-Nov. 4
- **Promoting the Daily Newspaper,** Nov. 13-18
- **Circulation Managers,** Nov. 27-Dec. 7
- **Business and Economic News Coverage,** Dec. 4-9
- **Suburban and Community News Coverage,** Dec. 4-9**
- **Effective Writing and Editing,** Dec. 11-16
- **Editorial Page Editors and Writers,** Dec. 11-16

Tuition for the Executive Development Program has been set at $1,500. All other tuitions remain unchanged from 1987: $715 for a nine-day seminar, $625 for six days and $575 for five days.

To participate, an applicant must be nominated by a newspaper's principal executive. For more information, contact William L. Winter, 11690 Sunrise Valley Drive, Reston, Va. 22091. □


THIS AMAZING REMEDY, FOLKS, ACTUALLY PREVENTS COLDS, GROWS HAIR, HEALS BROKEN BONES AND LOWERS RAIL RATES.
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CAUTION: will cause serious long-term discomfort for most shippers.
TRAVIS

If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries— proposes extensive new regulation of railroads through legislative "reform" of the Staggers Rail Act of 1980. That's the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.'s proposals would lower rail coal rates for its principal supporters, they'd clearly leave everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It's no surprise that C.U.R.E.'s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don't want to see the Staggers Act changed.

When you think about it, C.U.R.E.'s pitchmen have turned it all around. Reregulation isn't the remedy; it's the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.'s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you're a journalist covering this story, you'll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.'s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. **712.** Or if you're up against a deadline, call (202) 639-2555.

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Consumption climbs again in August

Newsprint consumption by all U.S. users was 2.6-percent higher in August than in August 1986. For the first eight months of 1987, the increase from last year was 2.3 percent.

Consumption by U.S. daily newspapers increased 2.5 percent in August and 3.3 percent for the eight-month period.

Newsprint inventories of newspapers in ANPA's statistical sample averaged 43 days' supply at the end of August, one day less than a year earlier. North American mill stocks were 19.3-percent below the year-earlier level.

The Canadian mills' operating rate in August was 98 percent and for U.S. mills, it was 92.3 percent.

Shipments from Canadian mills to the United States decreased by 0.8 percent in August, while U.S. domestic shipments increased by 3.4 percent. Canadian shipments within Canada increased by 9.3 percent.

Overseas shipments decreased by 6.6 percent at Canadian mills and 29.3 percent at U.S. mills.

Estimated consumption of all U.S. daily newspapers[1]

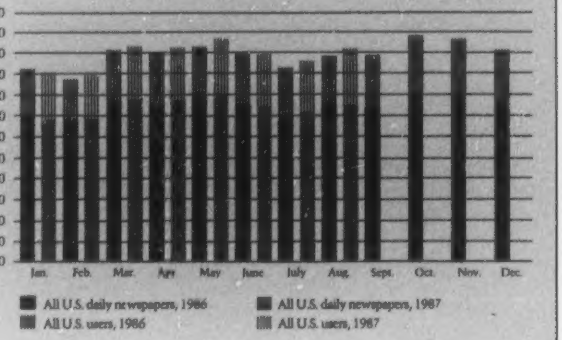
Region	July 1987(r)	July 1986	% Change
Northeast	182,128	169,742	+ 7.3
North Central	154,048	147,295	+ 4.6
South	221,876	216,792	+ 2.3
West	162,187	150,507	+ 7.8
Circulation Size			
up to 25,000	59,191	46,149	+ 28.3
25,001-100,000	149,298	144,427	+ 3.4
Over 100,000	511,750	493,760	+ 3.6
July totals	720,239	684,336	+ 5.2
Seven-month totals	5,232,444	5,057,422	+ 3.5
Region	**August 1987(p)**	**August 1986**	**% Change**
Northeast	192,646	185,591	+ 3.8
North Central	161,147	157,192	+ 2.5
South	235,555	234,863	+ 0.3
West	168,579	161,491	+ 4.4
Circulation Size			
up to 25,000	62,473	52,695	+ 18.6
25,001-100,000	155,173	156,191	-0.7
Over 100,000	540,281	530,251	+ 1.9
August totals	757,927	739,137	+ 2.5
Eight-month totals	5,990,371	5,796,559	+ 3.3

Estimated consumption of all U.S. users

	1987	1986	% Change
June totals	996,326(r)	995,527	+ 0.08(r)
July totals	967,736(r)	931,431	+ 3.9(r)
August totals	1,023,280(p)	997,342	+ 2.6(p)
Eight-month totals	7,942,239(p)	7,761,791	+ 2.3(p)

Production

	Canada	U.S.A.	North America
August 1987	825,657	452,045	1,277,702
August 1986	779,848	440,777	1,220,625
Increase	+ 45,809	+ 11,268	+ 57,077
	+ 5.9%	+ 2.6%	+ 4.7%
Eight months 1987	6,454,089	3,500,161	9,954,250
Eight months 1986	6,171,928	3,405,759	9,577,687
Increase	+ 282,161	+ 94,402	+ 376,563
	+ 4.6%	+ 2.8%	+ 3.9%



Estimated newsprint consumption, 1986-1987 (thousands of metric tons)

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1987	567,536	94,938	122,659	785,133
August 1986	571,835	86,894	131,271	790,000
Eight months 1987	4,642,120	755,089	1,007,970	6,405,179
Eight months 1986	4,426,607	717,095	944,542	6,088,244
Increase	+ 215,513	+ 37,994	+ 63,428	+ 316,935
	+ 4.9%	+ 5.3%	+ 6.7%	+ 5.2%
From U.S. mills				
August 1987	428,782		20,602	449,384
August 1986	414,537		29,153	443,690
Eight months 1987	3,300,728		202,916	3,503,644
Eight months 1986	3,159,731		216,116	3,375,847
Increase or	+ 140,997		-13,200	+ 127,797
decrease	+ 4.5%		-6.1%	+ 3.8%
From North American mills				
August 1987	996,318	94,938	143,261	1,234,517
August 1986	986,372	86,894	160,424	1,233,690
Eight months 1987	7,942,848	755,089	1,210,886	9,908,823
Eight months 1986	7,586,338	717,095	1,160,658	9,464,091
Increase	+ 356,510	+ 37,994	+ 50,228	+ 444,732
	+ 4.7%	+ 5.3%	+ 4.3%	+ 4.7%

Stocks

U.S. publishers[3]	Tonnage	Days' supply On hand	Days' supply In transit
June 1987	885,171	40(r)	7(r)
June 1986	868,923	41	6
July 1987	931,330	40(r)	7
July 1986	892,127	39	6
August 1987	912,228	37(p)	6(p)
August 1986	892,786	38	6
Canadian mills			
August 1987	326,114	—	—
August 1986	374,081	—	—
U.S. mills			
August 1987	45,591	—	—
August 1986	86,407	—	—

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Survey details rising demand, worldwide capacity growth

Newsprint demand in the United States increased slightly last year—from 11.7-million metric tons in 1985 to 11.8 million tons, according to an annual survey by the Canadian Pulp and Paper Association. Japan accounted for the world's second-greatest demand, 2.9-million tons.

Survey results, published in CPPA's "Newsprint Data '86" booklet, also showed that Sweden led the world last year in growth in newsprint capacity, with a net increase of 220,000 metric tons.

The Soviet Union was second, up 160,000 tons, followed by Britain, up 135,000. By comparison, capacity grew by 65,000 tons in the United States and by 35,000 tons in Canada.

Canada was first in production with 9.3 million tons. The United States was second at 5.1 million and Japan was third at 2.6 million.

The United States was the leading importer of newsprint, bringing in 7 million tons. Britain was second at 1.1 million and West Germany third at 821,000.

Canada was the top exporter—8.2 million tons, compared with 1.4-million tons for second-place Sweden and 1.1 million for third-place Finland.

Among other facts contained in the 27-page report:

- World newsprint demand reached 29 million tons, an increase of 3.1 percent over 1985. World demand was 90.3 percent of capacity, compared with 89.5 percent in 1985.
- World capacity reached 32.1 million tons, a 2.2-percent increase from the previous year.
- U.S. newsprint producers increased their share of the U.S. market to 40.4 percent, compared with 39.9 percent in 1985. The increase was at the expense of manufacturers in Canada and other non-Scandinavian countries.

A limited number of copies of the report are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va. ☐

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William D. Rinehart, ANPA vice president/technical, shows a difference in kenaf and wood-pulp newsprint. The wood-pulp sample, top, from the final edition of The Washington Star Aug. 7, 1981, has yellowed from acidity caused by lignin, a wood-fiber binder. The kenaf sample, from a Dec. 5, 1979, press run at The Yuma (Ariz.) Daily Sun, has better maintained its appearance. Both samples were kept in a dark closet at ANPA.

NEWSPRINT NOTES

- MacMillan Bloedel Ltd. will spend $6 million at its mill in Powell River, British Columbia, to **upgrade a newsprint machine** that has been idle since 1985. The 65,000-metric-tons-a-year machine is scheduled to be started up next January.
- Abitibi-Price Inc. is competing with a group of unidentified publishers to **build a newsprint mill** in Venezuela. Abitibi officials said that if the company is not chosen for the project, it will consider adding a second newsprint machine at its mill in Iroquois Falls, Ontario.
- The names of Ontario Paper Co. Ltd. and Q.N.S. Paper Co. have been changed to **Quebec and Ontario Paper Co. Ltd.** The company has newsprint mills located at Thorold, Ontario, and Baie Comeau, Quebec.
- Imperial Trust Company of Montreal has **sold its 100-percent interest** in the St. Raymond, Quebec, mill to Donald J. McDougall, president of St. Raymond Paper Inc. since 1984.

Parliament acts to end rail shutdown

Canadian railroads were back in service in late August after Parliament passed legislation ending a five-day national strike.

The legislation directed railroads and their unions to abide by the terms of expired contracts until new conditions can be set by an arbitrator.

Major issues in the strike included job security, removal of cabooses from freight trains and use of outside contractors in place of railroad personnel [**presstime**, Sept. 1987, p. 45]. ☐

Greyhound wants to restore some rural service

Greyhound Lines Inc. has completed the acquisition of Trailways Lines Inc. and has reduced combined bus routes by 5.1 percent [**presstime**, Aug. 1987, p. 54].

But Greyhound has begun a nationwide effort to resurrect some rural service dropped by both lines in recent years.

Under the program, vans from federally funded rural transportation agencies will help deliver people and packages to Greyhound bus terminals in a hub-and-spokes arrangement patterned after that of commercial airlines. ☐

Group tries to buy Southern Pacific

The Railway Labor Executives Association is looking for financing to buy the Southern Pacific Transportation Co. from the Santa Fe Southern Pacific Corp.

SFSP, a holding company that controls both the Southern Pacific and the Atchison, Topeka & Santa Fe railroads, has been ordered by the Interstate Commerce Commission to sell at least one of the two [**presstime**, Aug. 1987, p. 54]. ☐

Seaway strike possible

Lock operators and maintenance workers employed by the St. Lawrence Seaway in Canada voted to strike. But by late September, no strike date had been set, as negotiations continued between the St. Lawrence Seaway Authority and the Canadian Brotherhood of Railway Transport and General Workers.

The last strike by Canadian Seaway workers took place in 1968 and lasted 24 days. ☐

Flexo activity picks up speed

Newspaper interest in flexography, high all year, has intensified in the nearly four months since ANPA/TEC '87 in Las Vegas.

Evidence of that comes in many forms:

- The San Francisco Newspaper Agency, which prints the San Francisco Chronicle and San Francisco Examiner, purchased 22 flexo units from Publishers Equipment Corp., some new and some converted. Delivery is scheduled for early 1989.
- The Macon (Ga.) Telegraph and News purchased a nine-unit flexo press with a 3:2 folder and four halfdecks from Motter Printing Press Co. The two flexo units Motter used in live demonstrations at ANPA/TEC will be delivered to Macon by the end of the year, with the rest to follow in 1988.
- PEC sold flexo presses—one of five units and another of six units—to two newspapers in the same group. George Derby, PEC vice president/marketing, said the newspapers asked that their identities be withheld for now.
- The Rocky Mountain News in Denver will buy flexo presses to replace letterpress presses, although the vendor has not yet been selected, according to Ralph E. Eary, director/production of the newspaper's parent company, Scripps Howard. He said it is hoped the press units can be purchased in time to be on line sometime in 1989.

That brings to 17 the number of U.S. newspapers that have purchased flexo or are still testing the process.

The Providence Journal and The Evening Bulletin are now printing with the first six of 18 flexo units ordered from Windmoeller and Hoelscher. When the installation is complete, scheduled for next spring, the Providence papers will become the first completely flexo newspaper operation in the United States or Canada.

Fort Wayne (Ind.) Newspapers Inc. is scheduled to receive a MAN Roland flexo shipment in December. In January, MAN Roland is scheduled to deliver flexo units to The Wichita Eagle-Beacon, Lancaster (Pa.) Newspapers Inc. and The Charlotte (N.C.) Observer [presstime, Feb. 1987, p. 56].

In December 1988, The Blade of Toledo will receive a Goss flexo press from the Graphic Systems Division of Rockwell International. A second press is scheduled for delivery there a year later.

Motter's sale to Macon was its second of a complete flexo press. The first came during the summer to the Evansville, Ind., newspapers.

The Evansville purchase represented Scripps Howard's first full commitment to flexo. Eary, a member of the ANPA Technical Committee's new Flexographic Printing Task Force, said flexo testing since last December has gone well at the Knoxville (Tenn.) News-Sentinel, and two more flexo units and a halfdeck are being ordered for the plant there. The flexo units are being used to print both Scripps Howard's The News-Sentinel and the independently owned Knoxville Journal.

With the orders for flexo presses building up, delivery time is now about two years and could increase, manufacturers told presstime.

"I think that's why you're seeing what I would term a buying frenzy. People are coming out of the woodwork," said Robert J. Mrak, vice president/flexo newspaper group for North America Cerutti Corp. "People have begun to realize that if they need a press by a certain time, they must make a decision and buy now. They're worried a significant increase in orders will lengthen the lead time."

However, Mrak said he is "somewhat chagrined" that Cerutti, an Italian firm, has not yet sold a flexo press to a U.S. or Canadian newspaper. "All we can do is keep knocking on doors and letting people know about our product."

At Motter, James C. Leatham, director/marketing and sales, said the Evansville and Macon sales have gone a long way to solidify the company's credibility in the newspaper industry. "This legitimizes us as a press supplier to newspapers," he said. "We've been a respected supplier to the commercial printing industry for a long time, but we needed those sales to newspapers."

All of the manufacturers interviewed said they sense newspapers no longer are as concerned with whether the flexographic process works. Problems such as plate plugging have not been completely eliminated, but the general feeling is progress is being made and the problems will be resolved.

And so, rather than focusing so much on whether the process works, newspapers are evaluating equipment from different companies to determine what best suits their needs, the vendors said.

"The situation is not dissimilar to the introduction of offset at newspapers," said Derby of PEC. "Some people jumped right in while others were a bit apprehensive and waited to see what would happen. After the first few installations, it became more and more acceptable. That's what's happening to flexo these days." ☐

ANPA research chemist John T. Moynihan (right) demonstrates process of turning soybean oil into ink for a Cable News Network crew. CNN Science Editor Charles B. Crawford (partially seen at left) reported on ANPA's soybean oil ink project for the network's "Science and Technology Week" program that ran Sept. 10, 12 and 13.

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- Look at the overall appearance of your printed sheet — page set-off, smearing, rub-off and dot gain
- Investigate your delivery and handling procedures • Collect data on acceptance by your advertisers

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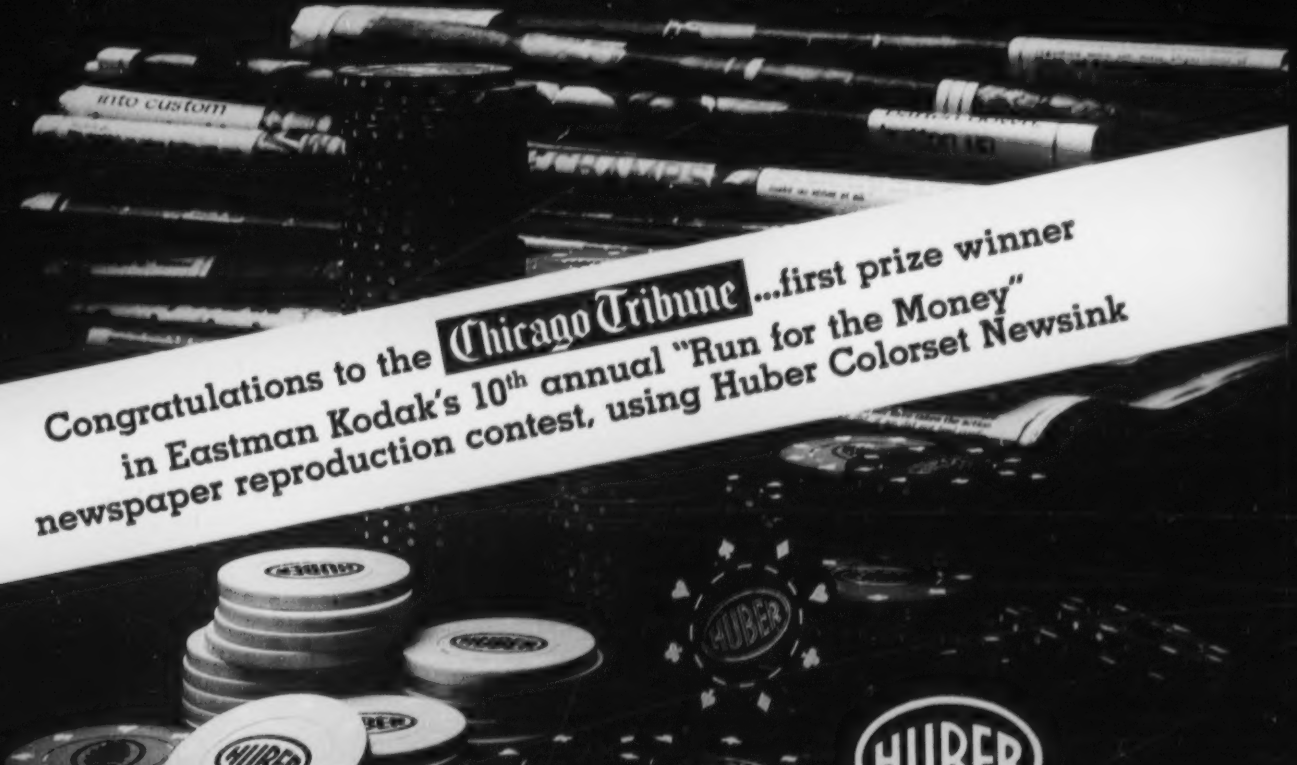

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ANPA to hold flexography symposium; manual planned on materials evaluation

An ANPA symposium on flexography is being planned for next March in Atlanta. It will be the first Association-sponsored seminar devoted entirely to this latest form of newspaper printing.

ANPA has sponsored pressroom symposiums, such as the one this month in Chicago, but they also cover offset and letterpress printing.

The flexography symposium is the brainchild of the new Flexographic Printing Task Force of the ANPA Technical Committee. The committee and its nine task forces met Sept. 2-3 at The Newspaper Center in Reston, Va., as did the ANPA/TEC '88 Arrangements Committee.

Task force Chairman Jerry S. DeHimer, director/operations of The Providence Journal Co., said the group proposed the symposium because of the "tremendous interest" among newspapers in flexographic printing. The Providence papers have been pioneers in the field. (See story, p. 16.)

The tentative program includes segments for newspaper users of flexography and for vendors of flexographic equipment and supplies.

The flexo task force was spun off from the Direct and Offset Printing Developments Task Force. That panel was reconstituted as the Letterpress & Offset Printing Developments Task Force.

During their semiannual meetings in Reston, other task forces also worked on long- and short-range projects.

The Quality Evaluation Task Force said its next project will be preparation of a new manual to help newspapers evaluate materials such as printing plates, blankets, ink, newsprint and fountain solutions.

The new manual will be called ANPA/TEST and is scheduled for distribution next spring. Production employees will be able to use the manual to measure such properties as ink viscosity and newsprint opacity or brightness against suggested standards, said Charles R. Blevins, chairman of the task force.

The manual will be in a loose-leaf notebook format and categorized by material. Blevins, vice president/production for Gannett Co., said the task force hopes to update the information annually.

ANPA/TEST will be a companion to other ANPA reference works published recently as part of the newspaper industry's drive to improve printing quality.

The others are the *Guide to Quality Reproduction*, for which the task force recommended a third printing; ANPA/CHECK, a booklet newspapers can use to evaluate their printing quality against suggested standards; and *ANPA-COLOR™ AD-LITHO®/AdPro®, Vol. 7*, the new offset and letterpress ink book.

ANPA has not yet established standards for flexographic inks. The flexo task force and the Newspaper Ink Study and Research Task Force—estimating that more than 100 flexo printing units will be in use at newspapers within the next three years—proposed that such standards be formulated by an informal group of ANPA research chemists, flexo users and ink company representatives.

Roth discusses ANPA-prepared report.

In other developments:

- The Post-Press Packaging and Distribution Task Force decided to send a report on post-press automation to vendors. The report, prepared by Nhac (Pete) Nguyen, ANPA research engineer, focuses on how preprints can be stored and handled with maximum efficiency and speed. It should be viewed as "a thought stimulator, an introduction to the problems and the opportunities in newspaper packaging and distribution," said Ralph S. Roth, chairman of the task force and vice president/technology for Knight-Ridder Inc.

The task force is planning a third symposium in its subject for October 1988.

- The Environmental and Ink Study & Research task forces reported that ANPA is investigating potential options for disposal of waste soybean oil-based ANPA-INK®. They include solidifying the ink for landfill disposal, emulsifying it for discharge to public sewers and septic fields, incinerating it or recycling it.

Fourteen ink companies are now licensed to manufacture ANPA-INK, and more than 50 newspapers have tested it—including The Cedar Rapids Gazette, which is using the color ink exclusively [**presstime**, July 1987, p. 80].

Michael Stern, chairman of the Environmental Task Force and production manager for Syracuse Newspapers Inc., also said work continues on the *ANPA Guide to Newspaper Waste Mangement*. Release to members is scheduled for early next year. ☐

TECHNOLOGY NOTES

- Integrated Newspaper Systems has **acquired Creative Data Systems**, a supplier of business and production software for newspapers. INS is a joint enterprise of E.M. Warburg, Pincus & Co., a venture capital group, and Ingersoll Publications Co. of Princeton, N.J.

Dann Kroeger, founder of CDS, said the Overland Park, Kan., firm "needed larger capital resources in order to develop the next generation of products."

- The San Jose Mercury News and The Scranton (Pa.) Times are the **first U.S. newspapers to purchase Hell Graphic Systems' Newsplan**.

Newsplan is a page-design system that combines text and four-color graphics. It also can be used to colorize black-and-white line art and to create and position color borders.

In San Jose, the system is being used on the editorial side, and in Scranton in both the editorial and advertising departments.

- Gannett Co. will add **printing sites for USA Today** next year in Atlanta, Salt Lake City and near St. Louis.

That will bring the number of sites to 33, 11 of which are contract printers. The remainder are operated by Gannett Offset and by Gannett newspapers around the country.

- The **National Printing Equipment and Supply Association** has moved its headquarters from McLean, Va., to Reston. The new address is 1899 Preston White Drive, Reston, Va 22091.

The 57-year-old organization represents about 250 graphic arts manufacturers and suppliers and sponsors trade shows.

Ink companies seek certification under new ANPA color book

As of Sept. 15, 63 of 212 ink samples submitted to ANPA had been certified as meeting the specifications prescribed in *ANPA-COLOR™ AD-LITHO®/AdPro®, Vol. 7*, the new color ink book for newspapers that took effect in August. (See chart at right.)

Ink companies have been sending samples to ANPA for run-of-paper color certification since June, and about two of every three fail tests for hue and pigment strength the first time tested, according to H. Wilson Cunningham, analytical chemist for the Association. On the second round of tests, about three of four pass, he said.

The color ink book has specifications for 12 certified colors for offset printing and for letterpress printing—eight basic colors and four new spot colors. The eight basic colors are used in producing 38 blends. Exact formulations for those blends are found in the new color book.

Newspapers are encouraged to buy certified versions of the four new spot colors. "The spot color blends listed in the book are approximations which will be much more transparent than the manufactured spots," said George Cashau, ANPA director/technical research.

At the pace testing is proceeding, Cunningham believes that certification will be completed early in 1988.

Companies that have not yet submitted samples are invited to do so. Upon written request, ANPA will send them samples of ink for the purpose of matching, a list of approved pigments and the specifications for the new inks.

Inks that do not meet ANPA's suggested standards may not provide the same level of print quality as inks that do [**presstime**, Aug., 1987, p. 56], according to ANPA's Cashau. Newspapers are encouraged to use the approved inks in order to ensure consistent and high quality color reproduction, he said.

Equally important, Cashau said, is for newspapers to continue to submit samples of certified inks to ANPA for ongoing testing.

Orders are still being accepted for the ink book. The cost is $50 per copy for one to nine copies or $45 for 10 or more copies. Orders may be sent to the ANPA Technical Services Department at The Newspaper Center in Reston, Va. ☐

Inks certified as meeting ANPA-COLOR™ standards
(as of Sept. 15, 1987)

Company	AD-LITHO® (Offset) Ink Number	AdPro® (Letterpress) Ink Number
J.M. Huber Corp.	70, 72, 73, 74, 75, 76, 77, 701, 703, 704	70, 72, 73, 74, 77, 701, 703, 704
Flint Ink Corp.	71, 72, 74, 75, 702, 703	70, 71, 72, 73, 74, 75, 77, 701, 702, 703
General Printing Ink	70, 75, 76, 77	70, 74, 75, 77
U.S. Printing Ink Corp.	70, 74, 75, 76, 77, 701	70, 74, 75, 76, 77, 701
Morrison Printing Ink Co.	704	73
The Ink Co.		72, 77, 704
Northern Printing Ink Co.	72, 75, 76, 701	

Key to chart

Basic colors
70=Mixing white
71=Process blue
72=Process red
73=Process yellow
74=Medium red
75=Bright red
76=Cerise
77=Deep purple

Spot colors
701=Reflex blue
702=Shamrock green
703=Bright orange
704=Opaque red

Nashua Telegraph buys Crosfield 2500 system

The Telegraph Publishing Co., which owns the Nashua (N.H.) Telegraph, has purchased the first full Crosfield 2500 pagination system from Crosfield Data Systems.

Six VAX-based Wizard terminals will be used for news and classified pagination as well as for display advertising makeup.

Also part of the system are 50 personal computers that can stand alone or be linked with other PCs in a network. ☐

TECHNOLOGY CALENDAR

- **IFRA '87**, an annual European newspaper conference and exposition, will be Oct. 12-15 at the RAI Exhibition Centre in Amsterdam.

- **Composition Technologies,** typography seminars sponsored by the National Composition Association, will be conducted twice—Oct. 13-14 at Infomart in Dallas and Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

- ANPA's **Pressroom Options IV** technical symposium will be Oct. 19-21 at the Hyatt Regency O'Hare in Chicago.

- A Graphic Arts Technical Foundation seminar, **"Color Reproduction: How Color is Perceived from Transparency to Press Production,"** will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

- **The Folio Show,** an annual publishing conference and exposition, will be Nov. 2-6 at the New York Hilton at Rockefeller Center.

- **Web Offset Press Operating and Troubleshooting,** a GATF seminar, will be conducted on two occasions—Nov. 5 at the Quality Inn in Towson, Md., and Nov. 7 at the Franklin Plaza Hotel in Philadelphia.

- **Graph Expo '87,** a graphic-arts equipment exposition, will be Nov. 15-18 at McCormick Place in Chicago.

- **Color Separation and Electronic Scanning,** a GATF seminar, will be Nov. 21 at the Charlotte (N.C.) Marriott City Center.

- **Print Outlook '88** will be Dec. 9-10 at the Crystal Gateway Marriott Hotel in Arlington, Va.

- **The Digital Image,** a series of digitized image processing seminars sponsored by the National Composition Association, will be Dec. 10-11 at the Hyatt on Union Square in San Francisco.

- **The 1988 Microcomputer Graphics Show and Conference** will be Dec. 16-18 at the Javits Convention Center in New York City.

Press monitor system offers many advantages

A new pressroom computer system developed by the Pittsburgh Press Co. is providing multiple benefits. It has reduced waste and spoils, cut down on overruns and underruns, and given the company the means to analyze press failures and simplify repairs, company executives say.

The Pressroom Control System was developed over a two-year period and put into daily use last year. Daniel F. Persiani, the company's director of data systems, described it as "an efficient, state-of-the-art system that supplies a constant monitoring and update on all (press) run activity."

"The menu-driven software allows for fast and reliable press condition assignments," he said. "Once the proper information is put into the system, it is generally self-sufficient. The system does allow for human intervention to ensure maximum personnel safety and efficient production of the newspaper product."

Persiani said the system works this way:

Prior to a press run, an operator uses keyboard commands to enter into the system all information regarding the press run. The software provides menus on the operator's computer screen, making the assigning of the presses to a group easier and faster. After all the selections have been made, the electrical department is told which press units need to be powered for the run.

Production personnel monitor the press run's progress on video display terminals and display monitors. Information, which is updated constantly, includes the average paper-per-hour speed for each press or group of presses, estimated time to complete the run, and which presses are running and which ones aren't.

The system can make necessary adjustments automatically when problems arise. In addition, the system operator at any time can selectively stop a press or alter the number of copies ordered for the run. At the end of the run, it shuts down the presses.

Persiani said the system "not only monitors its own downtime but also counts and stores the number of red-light occurrences"—instances when the presses stop because of such things as web breaks—"and the total minutes of red-light time caused by the mailroom."

The pressroom office has the controlling VDT. Another VDT in the computer office is used to update the software as necessary. Monitors are located in the production office, mailroom and pressroom.

The system also collects data during the run for use in production reports, including start-up and shut-down time, production downtime, and the amount of paper waste and the reason for its occurrence. Printouts are provided daily.

The Pittsburgh Press Co. publishes The Pittsburgh Press, a Scripps Howard paper, and prints the Pittsburgh Post-Gazette under a joint operating arrangement. ☐

Editor's note. This story was submitted in response to ANPA Technical Committee requests that newspapers share innovative technical ideas others might find useful. Send submissions to Rosalind C. Truitt, technical writer, **presstime***. The Newspaper Center, Reston, Va.*

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Singleton goes on buying binge

BUSINESS ROUND-UP

Newspaper entrepreneur William Dean Singleton dominated the acquisition game in September by running two successful Post patterns. Within a five-day period, he announced agreements to purchase The Houston Post and The Denver Post for prices totaling $245 million, much of it leveraged through various financing arrangements.

Singleton's MediaNews Group Inc., which he formed in 1983 with New Jersey newspaper and newsprint executive Richard Scudder, agreed to pay $150 million cash plus future "revenue incentive" payments for The Houston Post, and $95 million in cash and notes for The Denver Post.

The latest moves further demonstrate Singleton's penchant for buying—at relatively low cost—the trailing dailies in cities with competitive newspapers and depressed economies, in the belief that he can turn other newspaper companies' headaches into sweet dreams.

Current circulation at The Houston Post is 309,400 weekday mornings and 356,424 on Sunday, down from five years ago when it circulated 376,455 daily and 436,659 on Sunday. During the same period, the Houston Chronicle lost circulation on weekdays, when it publishes both mornings and afternoons, but gained on Sunday. The weekday loss was from 419,869 to 406,084; the Sunday gain was from 502,654 to 531,528.

The all-day Chronicle was bought earlier this year by The Hearst Corp. Singleton was one of the unsuccessful bidders for the property [**presstime**, June 1987, p. 130].

In the Denver market, the Post has lost daily circulation but snatched a sizable share of the Sunday market from its competitor, the Rocky Mountain News. The Post has 229,731 circulation on weekday mornings and 415,250 on Sunday; in 1982, it had 256,257 and 358,265, respectively. Circulation for Scripps Howard's Rocky Mountain News has risen from 321,693 to 345,778 on weekday mornings, and from 346,886 to 379,984 on Sunday.

The 36-year-old Singleton's plunge into big-city newspaper ownership began last year with his purchase of the Dallas Times Herald, which has been running behind The Dallas Morning News in a fierce battle for readers and advertisers.

With the latest purchases, MediaNews Group will own 28 dailies selling about 1.3-million copies on weekdays, making it the 11th largest newspaper group in the country, according to Morton Research at the Washington, D.C., securities firm of Lynch, Jones & Ryan. Only last January, with combined circulation of 658,100, it was the 21st largest group.

The announced prices to be paid would translate into about $484 per subscriber for The Houston Post and about $413 per subscriber for The Denver Post.

But analyst John Morton estimated that the financing terms agreed to by The Times Mirror Co. in the sale of The Denver Post were so favorable that the deal is really worth about $70 million, or $300 per subscriber. Such prices are low compared with the average yardstick of $900-$1,600 per subscriber.

Media General Inc. of Richmond, Va., put up $25 million of the cash for the Denver purchase and has an option to buy 40 percent of that paper. The remaining $70 million was extended as notes by Times Mirror. That Los Angeles-based media firm will retain ownership of the downtown land and buildings, which it will lease to MediaNews Group.

In the Houston sale, The Toronto Sun Publishing Corp. also struck a deal with Singleton for a future payment. It will be made on March 31, 1993, and be based on the gross revenues of The Houston Post over a five-year period ending Dec. 31, 1992. Under the arrangement, Sun Publishing will receive $1.25 for each dollar of additional revenue over an annual base equal to 1987 revenues.

Texan Singleton and partner Scudder could benefit from more than an upswing in the Texas economy. The purchase means

Burnsville Current
Focus
Sailor
West St. Paul/Mendota Heights Sun-Current
High Bridge festivities planned
Schluter named of District 191 b
Cities, firefi
New Miss S
Council 'disappo convenienc

Guy Gannett Publishing Company
of Portland, Maine, has acquired

Minnesota Suburban Newspapers, Inc.

(19 non-daily newspapers
in the Minneapolis/St. Paul area
with total circulation of 297,000)

From FNCO Corporation

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that the Post could share some publishing expenses, such as newsprint and ink stocks, with the Dallas Times Herald, and advertisers could be offered the opportunity to buy space in both papers at one rate, said William J. McCluskey, vice president of Henry Ansbacher Inc., an investment banking firm that represented Singleton in the transaction.

Also in September, Singleton merged two of his New Jersey dailies. The North Jersey Herald News of Passaic (evening, circulation 45,283) and The News of Paterson (morning, 37,000) became The North Jersey Herald & News, centered in Passaic. The papers had been publishing jointly on Saturday and Sunday since July.

In other newspaper-business news:

• MediaNews Executive Vice President **John Buzzetta** is resigning that position to launch his own acquisition efforts, which began Sept. 23 with an agreement to purchase The Scranton (Pa.) Tribune (morning, circulation 37,222) for an undisclosed price from the Goodman family. The paper trails The Scranton Times (evening, 58,062).

Buzzetta, who will continue to serve as a consultant to MediaNews, formed a new holding company, MediaOne Inc., for this and future acquisitions. MediaNews will have an option to buy 40 percent of MediaOne, according to a spokeswoman for Henry Ansbacher Inc., which represented Buzzetta.

• Owners of **The Scranton Times** acquired The City Paper, a free alternative weekly in Baltimore, for an undisclosed price. The free paper's circulation more than quintupled in the past five years, from about 16,000 to 87,000.

• The **federal tax rate** for publicly traded newspaper companies dropped an average of about 3.6 percent in the year since the government changed the corporate tax structure, according to figures published in Morton Research's Newspaper Newsletter. "This lower tax rate has contributed about one-third of the industry's approximately 30 percent increase in net income in the first six months of this year," said the newsletter, published by analyst John Morton's research team.

Strong pretax growth accounted for the remaining income boost, the newsletter said. The average effective tax rate for the companies decreased from about 50.7 percent in the first half of 1986 to 47.1 percent in the first half of 1987, according to the analysis.

• **Times Mirror** directors voted to increase the number of shares of common stock in the company and to create two new classes of stock with different voting rights. Shareholders are scheduled to vote Nov. 30 on the proposal.

The move was partially intended to strengthen the power of shareholders, particularly the Chandler family that controls 32.7 percent, against any unwanted takeover. Times Mirror Chairman Robert F. Erburu said no such attempt is evident.

Under the plan, the number of authorized shares would increase from 80 million to 550 million.

Holders of existing common stock, which would increase to 300 million shares, would have one vote per share. The plan would create 100 million shares of Class B common stock, with one-tenth vote per share, to finance future acquisitions without diluting the voting power of existing shareholders.

Also newly authorized are 150 million shares of Class C common stock. It would have 10 votes per share, would not be publicly traded and would be distributed to current shareholders, with transfer restricted to family members or other "closely affiliated parties."

• Sept. 15 marked the fifth anniversary of **USA Today's** first publication date. Amid the Gannett Co.'s hoopla, certain benchmark figures emerged. Average daily paid circulation has increased from 362,879 two months after the paper was launched to 1.3 million at the end of March.

The company projected gains to 1.6 million, including bulk sales, by the end of September, when it planned to raise ad rates by 12 percent.

Average daily advertising pages increased from less than seven in 1983 to more than 15 this year.

• The **Press-Telegram** of Long Beach, Calif., signed on to print "Dodger Blue," an official publication of the Los Angeles Dodgers, through the end of the 1988 baseball season. The contract then may be renegotiated.

The 32-page tabloid appears in the newspaper on the first and third Mondays of each month. The previous 14,000 subscribers to "Dodger Blue" continue to receive their copies by mail, accompanied by that day's Press-Telegram.

Newspaper executives said they see the contract as a way to offer readers additional sports information. *—Mary A. Anderson*

New Hope-Golden Valley POST
POST SHOPPING GUIDE
North Hennepin POST
Co-workers, merchants rally to help boy
Robbinsdale okays
35¢

Guy Gannett Publishing Company
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Post Publishing Company, Inc.

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Bomb threat prompts action

Several newspapers took precautions after receiving a message over the Los Angeles Times-Washington Post News Service about a letter-bomb threat addressed to newspaper managing editors.

According to George J. Cotliar, managing editor of the Los Angeles Times, the newspaper's Washington bureau was telephoned in late August by a woman who said she was sending a letter bomb to the managing editor of the Times and to other, unnamed, managing editors around the country.

Although he did not know whether there was any validity to the recent threat, Cotliar sent an advisory out over the Times-Post wire and also alerted the Associated Press and United Press International.

Times security personnel began screening Cotliar's mail. And several other newspapers also acted. William L. Bland, loss prevention manager for the Miami Herald Publishing Co., alerted local postal officials and circulated the wire message "to the appropriate people." The Boston Globe also notified postal authorities, advised its staff to be on the lookout for suspicious-looking envelopes and moved "bomb blankets" up to its mailroom, according to G. Frank Mahoney, safety and security manager. □

Glimmer of hope seen for El Mundo

There appeared to be a slim possibility in late September that El Mundo of San Juan, Puerto Rico, would reopen under new ownership.

The unprofitable Spanish-language daily closed Aug. 30 in its 68th year after a prospective buyer failed to reach an agreement on a new labor contract with the Puerto Rico Newspaper Guild. The Guild, the only union in the plant, represented about 400 employees from all departments at the newspaper, which had a circulation of about 100,000.

Pedro González Ramos, president of El Mundo Inc., could not be reached for comment, but The San Juan Star reported Sept. 22 on negotiations described as "difficult" and "very doubtful" involving the Guild and Héctor González, a prospective buyer.

There are four dailies left in San Juan, three in Spanish and the English-language Star. □

Changes in command

The **National Association of Black Journalists**, at its annual convention Aug. 18-23 in Miami, elected the following new officers:

- *President*—DeWayne Wickham, Gannett News Service
- *Vice President/Print*—Gayle Pollard, Los Angeles Times
- *Vice President/Broadcast*—Pam Moore, WBZ TV, Boston
- *Secretary*—Sheila Detrick, The Dallas Morning News
- *Treasurer*—Thomas Morgan III, The New York Times
- *Parliamentarian*—William W. Sutton Jr., Nieman Foundation, Cambridge, Mass.

Ad expenditures up for first six months

For the first half of 1987, expenditures for newspaper advertising were up 10.2 percent from the year before, according to estimates from the Newspaper Advertising Bureau.

All three categories tallied increases, with classified leading the way with a 16-percent increase to $5.3 billion; retail was up 8.1 percent to $7.1 billion, and national up 3 percent to $1.8 billion.

"Classified is performing better than we had thought," said NAB President Craig C. Standen. Retail and national expenditures have been about what NAB had expected, he said. "The business overall is very healthy this year."

However, he added, the figures represent a "national average," and newspaper performance "does vary by region." □

Other acquisitions

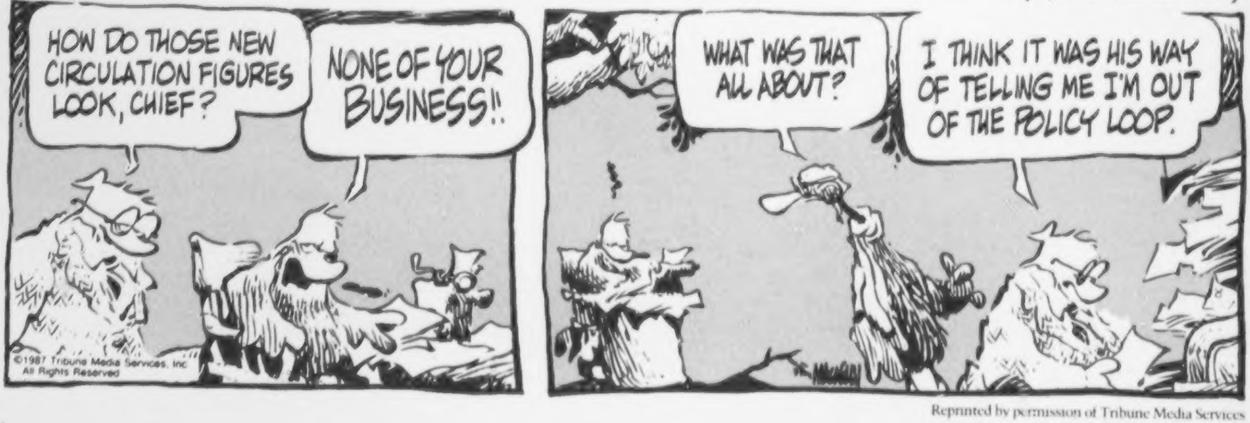
Hollinger Inc. of Toronto, through its American Publishing Co. subsidiary, acquired The Neosho (Mo.) Daily News, circulation 6,036; The Decatur (Ind.) Daily Democrat, circulation 5,866; The Daily Register, Harrisburg, Ill., circulation 7,092; the Constitution-Tribune of Chillicothe, Mo., daily circulation 5,660; and The Morning News of Blackfoot, Idaho, daily circulation 5,899.

Park Communications Inc. of Ithaca, N.Y., acquired the South Idaho Press of Burley, daily circulation 6,393, from Cowles Media Co. of Minneapolis.

Marshall Settle of Chickasha, Okla., acquired The Tiller and Toiler of Larned, Kan., daily circulation 2,549. □

'Shoe'

By Jeff MacNelly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WHAT WAS THAT ALL ABOUT?
I THINK IT WAS HIS WAY OF TELLING ME I'M OUT OF THE POLICY LOOP.
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WHEN IT COMES TO POLLUTION CONTROL, MANY NEWSPAPERS ARE IN OVER THEIR HEADS.

Dan Sells, Vice President of Newspaper Sales at Western Lithotech, explains a new concept in cost-effective pollution control.

Dan, what is this concept?
Well, it involves two systems: Envirotech clean chemistry and a special processor called Eliminator.* And together, they are the best available technology for additive plate processing.

How do they work?
First, they're designed to work exclusively with Western Lithoplater® plate processors. Envirotech is a new, odorless developer and finisher chemistry — so clean it meets tough government regulations.

Then our new Eliminator system is connected to the Lithoplater processor, removing solids from effluent waste. So what goes down the drain is safe and virtually clear.

So what happens to the solid waste?
It's easily disposed of by your waste haulers.

Give me three good reasons why a newspaper needs the Envirotech and Eliminator Systems.
Here are four: EPA, OSHA and state regulations *and community responsibility.*

The big question: Just how much can these new systems save me?
Plenty! Consider the alternatives: government fines of up to $10,000 a day; possible shutdowns; personal injury suits; or designing an approved system of your own.

What about switching to a subtractive plate system?
It's less expensive to use Western. No start-up costs, personnel retraining or lost production time, and not all subtractive plate chemistries comply with EPA and OSHA guidelines.

What about other environmental additive chemistry on the market?
They just don't do the job, because additive plate processing produces polluting sludge. Our Eliminator makes all the difference. Remember, it's not just the chemistry which must pass government regulations *...it's what goes down the drain.*

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For complete technical information, call 1-800-325-3310 (in Missouri, 314-225-5031). Or write Western Lithotech, 3433 Tree Court Industrial Boulevard, St. Louis, MO 63122.

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Speeches

Richard J.V. Johnson

Bruce W. Sanford

Stephen Lacy

Carolyn Martindale

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Changing Role of Women in the Newsroom
Richard J.V. Johnson, president and publisher, Houston Chronicle. Houston Chapter of the Society of Professional Journalists, Sigma Delta Chi, Aug. 4

From Newsracks to Ad Taxes: Commercial Speech and the New Silence
Bruce W. Sanford, attorney, Baker & Hostetler, Washington, D.C., Scripps Howard Business Conference, Denver, Aug. 23

Education in Journalism-Mass Communication: Where We Are and Where We Should Be Going
Richard R. Cole, dean, School of Journalism, University of North Carolina, Chapel Hill. Southern Newspaper Publishers Association symposium on journalism education, Atlanta, June 22

The Power of Information: The Incremental Economic Strength of a Country
Robert W. Galvin, chairman, Motorola Inc., Schaumburg, Ill. National Computer Conference keynote address, Chicago, June 15. (Or see Aug. 15, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Box 1247, Mount Pleasant, S.C. 29464.)

From the National Association of Black Journalists annual convention, Miami, Aug. 18-23:

The Small-town Newspaper: A Place to Grow Minority Owners As Well As Minority Reporters
Loren Ghiglione, editor and publisher, The News, Southbridge, Mass.; remarks made in receiving the Ida B. Wells Award

The Bicentennial of the Constitution: From a Racial Perspective
Judge A. Leon Higginbotham Jr., 3rd U.S. Circuit Court of Appeals

The Road to Parity for Minority Electronic Journalists
Ernie J. Schultz Jr., president, Radio-Television News Directors Association, Washington, D.C.

From the Association for Education in Journalism and Mass Communication annual convention, San Antonio, Aug. 1-4:

Trading Places: Reader Reactions to the Knoxville Newspapers' Cycle Switch
Associate Professor M. Mark Miller and graduate students Shu-Ling Chen and Stephen E. Everett, College of Communications, University of Tennessee, Knoxville

Evidence of a "Failing Newspaper" Under the Newspaper Preservation Act
Robert G. Picard, associate professor, Manship School of Journalism, Louisiana State University, Baton Rouge

The Impact of Intercity Competition on Daily Newspaper Content
Stephen Lacy, assistant professor, School of Journalism, Michigan State University, East Lansing

Changes in Newspaper Images of Black Americans
Carolyn Martindale, director/journalism program, English Department, Youngstown (Ohio) State University

ANPA *Calendar*

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

ANPA Foundation Newspaper in Education Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Minority Opportunity Committee meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA presstime Advisory Committee meeting
The Dallas Morning News, Oct. 19

ANPA Pressroom Options IV Symposium
Hyatt Regency O'Hare, Chicago, Oct. 19-21

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Oct. 19-23

ANPA Telecommunications Committee meeting
Park Hyatt, Washington, D.C., Oct. 22-23

ANPA Newsprint Committee meeting
Four Seasons, Vancouver, British Columbia, Oct. 26

ANPA Newsprint Committee/CPPA Newsprint Section meeting
University of British Columbia, Vancouver, Oct. 27

ANPA Labor Relations Seminar
Westin Hotel, Seattle, Oct. 28-30

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Oct. 29

ANPA Health and Safety Symposium
Orlando Marriott, Oct. 29-30

NOVEMBER

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Nov. 2-6

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Omni Georgetown Hotel, Washington, D.C., Nov. 9-11

ANPA Executive Committee meeting
ANPA Office, National Press Building, Washington, D.C., Nov. 9-10

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Fairmont Hotel, San Francisco, Nov. 11

Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Marketing Association
The Knickerbocker, Chicago, Nov. 16-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Nov. 16-20

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Trade Winds, St. Petersburg, Nov. 30-Dec. 2

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Nov. 30-Dec. 4

ANPA

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Friedheim named ANPA president; Fichter, Maguire also promoted

Three senior ANPA staff members were promoted in early September by the ANPA Board of Directors.

Jerry W. Friedheim, who had served as executive vice president since joining the ANPA staff in 1975, became ANPA president.

Thomas C. Fichter, formerly senior vice president, became executive vice president.

W. Terry Maguire, who had been vice president/general counsel, became senior vice president.

All three will continue their present responsibilities—Friedheim as chief operating officer of the Association, Fichter as deputy chief operating officer and chief financial officer, and Maguire as general counsel and chief government relations officer.

C. David Rambo

ANPA leaders are (from left) Fichter, Vice Chairman Arthur Ochs Sulzberger, Chairman George W. Wilson, Friedheim and Maguire.

"We are extremely pleased to recognize with these new titles the distinguished service of these three executives to the newspaper business of North America, and to recognize their demonstrated professionalism as ANPA plans for future years of effective service," said George W. Wilson, president of the Concord (N.H.) Monitor and the Association's top elected official. Previously ANPA chairman and president, he continues as chairman.

Friedheim said: "The structure of the ANPA staff is, of course, designed—and whenever necessary adapted—to provide the maximum possible responsiveness and flexibility to the elected Officers, Directors and member newspapers in execution of the Association's programs and policies. We believe this new structure furthers that goal, and all of us on the staff value greatly our opportunity to join in the work of advancing a free press in our free society."

Fichter is a 26-year ANPA employee who started his career with the Association as an accountant. Maguire joined the Association in 1979 as associate general counsel. ☐

Membership survey is on tap

ANPA is embarking on a comprehensive membership survey—its first in a decade.

"This is an excellent opportunity for us to get feedback from the membership about all aspects of ANPA's services," said Association Treasurer Lloyd G. Schermer, chairman of ANPA's Membership Study Task Force and chairman and chief executive officer of Lee Enterprises Inc., Davenport, Iowa. "This information will help us not only improve what we are doing to meet present needs, but also be a guide for the allocation of resources to meet future problems of the industry."

At its Sept. 9-10 meeting, the ANPA Board of Directors approved the task force's recommendation that the study be done and that The Gallup Organization Inc. of Princeton, N.J., be retained to conduct it for approximately $85,000. (See **Chairman's Corner**, p. 4.)

Gallup will develop questionnaires through a process of focus groups and telephone interviews involving newspaper executives.

The questionnaires will be sent individually to the publisher and other key executives at each ANPA-member newspaper.

This differs from the last ANPA survey by Yankelovich, Skelly and White Inc. of New York City in which the publisher received all questionnaires for the newspaper and was asked to distribute them to staffers in designated positions.

In another change, questionnaires will be tailored to the specific type of respondent. For instance, production executives will not be asked to evaluate ANPA's services in the legal area.

The latter change is designed to decrease the number of instances in which respondents indicate they "don't know" or have "no opinion," according to Robert L. Burke, ANPA vice president/industry and public affairs. It will also enable Gallup to cross-tabulate results by type of respondent, he said.

The polling firm may also report responses by newspaper size, with the break point probably a circulation of 100,000, Burke said.

In addition to ANPA-member newspaper executives, questionnaires will go to CEOs and certain other executives at the corporate headquarters of newspaper groups and to executives at a sample of non-member newspapers.

In all, questionnaires will be mailed to about 7,460 newspaper people.

Although the Gallup organization has said a 50-percent response rate to such a survey is "normal," the ANPA Board wants an even higher response rate, Burke said.

The 1977 survey had responses from 1,243 executives representing 677 newspapers.

As a result of that study, several key changes were made in Association operations. Among them were enhanced communications with members, particularly the launching of **presstime**; expanded government relations activity; and strengthened technical operations, culminating in the construction of modern laboratories at ANPA headquarters at The Newspaper Center in Reston, Va.

Questionnaires are expected to be mailed by the end of this year, with results reported to the ANPA Board of Directors at its April meeting. ☐

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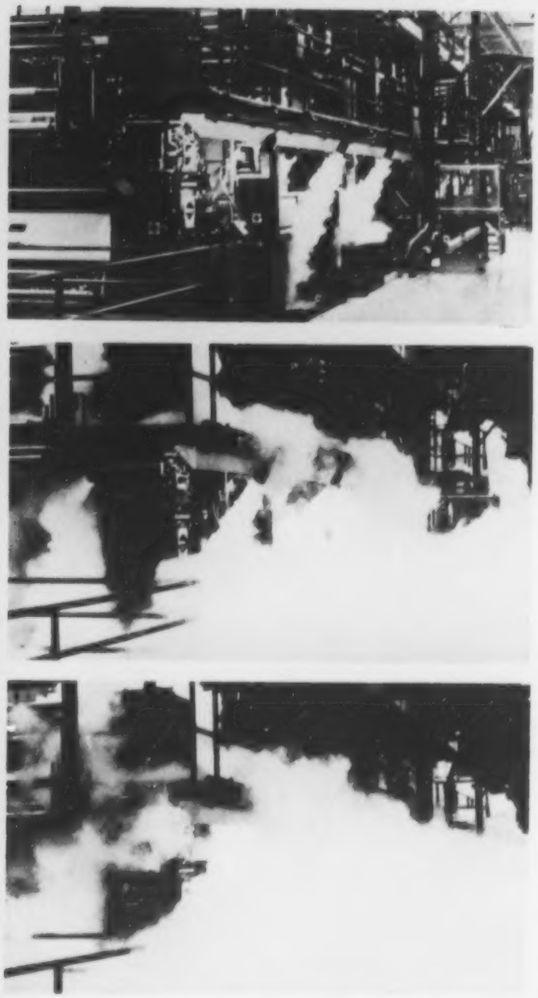

This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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Aloha! The time to begin planning for next April's Convention is now; air fare discounts to Honolulu are available

It is not too early to begin making plans to attend the 102nd Annual ANPA Convention April 25-27, 1988, in Honolulu, the ANPA Meetings Management Department has advised.

Because airlines limit the number of seats sold at the most discounted fares, reservations should be made as soon as possible, said Michael J. Genick, ANPA manager/meetings and services.

For Convention-related travel, employees of member newspapers are eligible for lower rates involving both discounted and regular fares from United Airlines and Delta Air Lines. Genick's department has details at (703) 648-1277. United Airlines also will be offering special inter-island fares on Hawaiian Air.

Genick said attendance at the Honolulu Convention should be no more expensive than that at some meetings in the continental United States, with lower hotel and meal prices offsetting higher travel costs. Room rates at the Convention headquarters hotel, the Sheraton Waikiki, range from $94 to $149 a day, double occupancy—45-percent less than those charged for the 1987 Convention in New York City, he said.

The ANPA Convention registration packet is planned for mailing in December or January.

ANPA also is beginning to explore possibilities for post-Convention travel. A questionnaire was sent in late September to participants in previous ANPA Conventions to gauge the level of interest in suggested excursions to Australia, China and Hawaiian islands besides Oahu. The questionnaires should be returned as soon as possible to Priscilla C. Shingleton, ANPA meeting planner, at The Newspaper Center in Reston, Va. ☐

Technical Research adds ink chemist, computer specialist

Two new employees have joined ANPA's technical research staff at The Newspaper Center in Reston, Va.

Ruth M. Felland, an ink chemist, previously was a research associate in the Chemistry Department of Clemson (S.C.) University.

She received a master of science degree in analytical chemistry from Clemson in 1986 and a bachelor of science degree in chemistry from Miami University in Oxford, Ohio, in 1983.

Margaret Bair Garrison, a computer programmer/analyst, was a software engineer for Locus Inc. in Alexandria, Va. She also has worked as a programmer/analyst for the Corporation for Public Broadcasting in Washington, D.C., and as a computer applications specialist for the University Medical Center/Arizona Health Sciences Center in Tucson.

She studied computer science at the universities of Minnesota and Arizona and received a bachelor of arts degree in biology from Earlham College in Richmond, Ind., in 1976. ☐

Ruth M. Felland

Margaret B. Garrison

New members

Hobbs Daily News-Sun

Hobbs, N.M. (circulation 10,820). Thomas J. Tergliafera, general manager.

LES AFFAIRES

Publications Les Affaires Inc. of Montreal, also publisher of The Hockey News (combined circulation 194,915). Claude Beauchamp, president.

Coeur d'Alene Daily Press

Coeur d'Alene, Idaho (circulation 14,147). Pat King, publisher.

Sandpoint Daily Bee

Sandpoint, Idaho (circulation 5,600). Jim Thompson, publisher.

Beloit Daily News

Beloit, Wis. (circulation 15,175). William D. Behling, publisher.

Westfield Evening News

Westfield, Mass. (circulation 6,190). E. Carol Mazza, publisher.

Kansas City
Business Journal

Kansas City, Mo. (circulation 14,000). Michael K. Russell, chairman.

Lake County
RECORD-BEE

Lakeport, Calif. (circulation 8,568). John W. Lowman, publisher.

TRIBUNE
DE GENEVE

Geneva, Switzerland (circulation 64,013). Hans B. Kobel, general manager.

Circleville Herald

Circleville, Ohio (circulation 9,073). William Holliday, publisher.

THE TIMES-BULLETIN

Van Wert, Ohio (circulation 8,044). Larry Joseph, publisher.

The Western Star

Lebanon, Ohio (circulation 9,405). William H. Kreeger, publisher.

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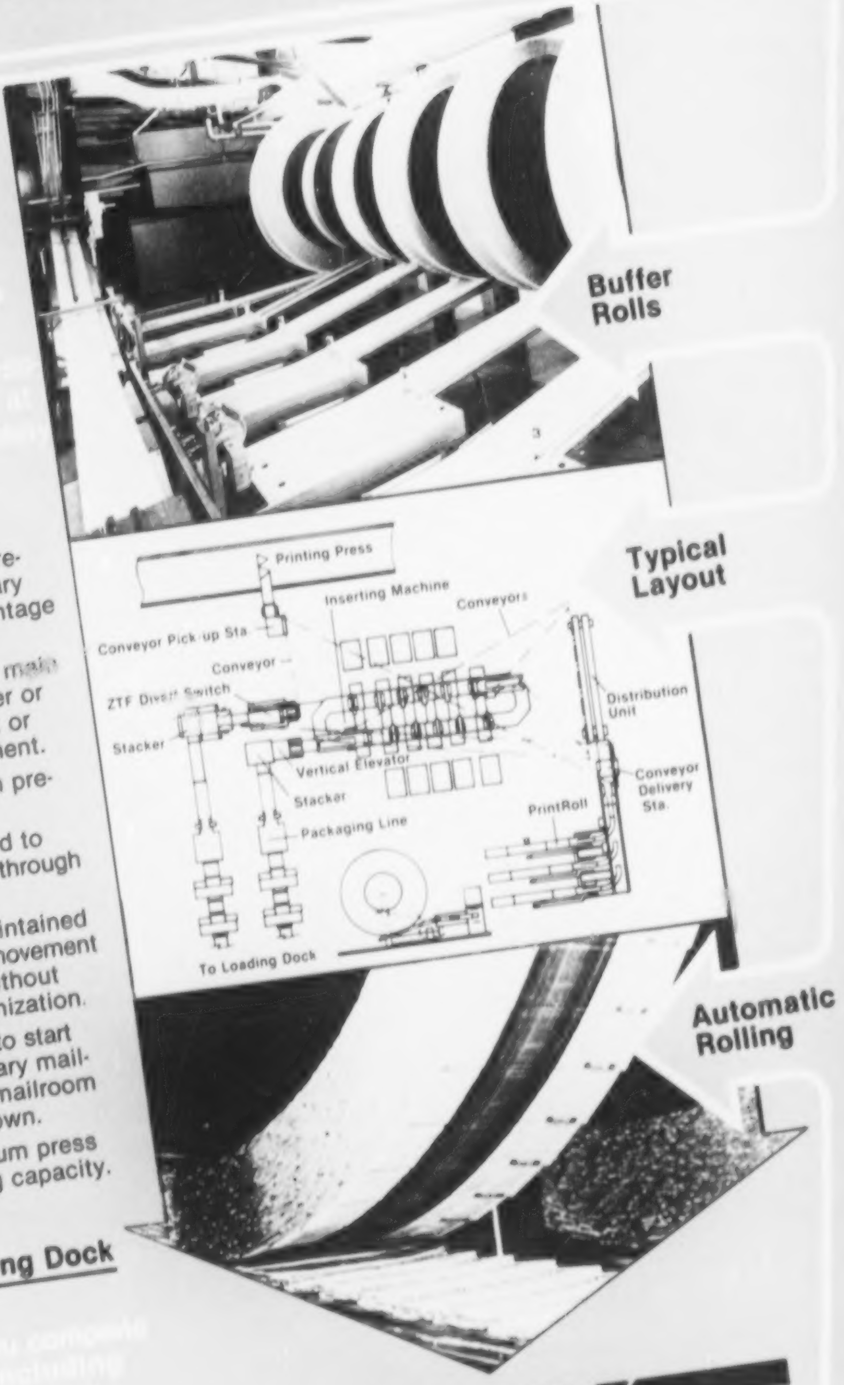
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Non-dailies are bastion of independent U.S. journalism

I read with great interest the excellent article in **presstime** by Mary A. Anderson on the "fading" status of independent newspapers. Her article touched only on dailies, yet it is entirely possible the prime bastion of truly independent journalism may be found in the ranks of non-daily newspapers.

A classic example is the San Francisco Progress, which has made the "reverse" transition from private to corporate (Harte-Hanks) and back to private ownership. The Progress . . . reports audited circulation (VAC) three days a week of 160,219 (distributed on voluntary-pay basis). There are only nine papers larger than the San Francisco Progress on your list of the 20 largest independent dailies. . . .

While the trend you report is ominous in terms of dwindling private ownership, I believe the independent community newspaper—whether daily or otherwise—is the last best hope for U.S. journalism and a critical bulwark in protecting and expanding our freedoms.

The corporatization of the media generally and the press in particular is reshaping and reorienting those institutions most critical to the preservation of liberty. The objectives of giant corporations, media and otherwise, differ sharply from those of the citizenry at large, and they are less inclined to "rock the boat" and take on in substantive ways other huge corporations and certain government leaders. . . .

We in community journalism may be positioned ideally to reverse the somewhat gloomy trend that **presstime** cites.

William H. Rentschler
Editor and publisher
San Francisco Progress

'Dying in chains'

In the course of my 20 years of travel on behalf of ANPA membership, I visited with several thousand newspaper publishers.

Many of them were wrestling with the problem of whether to sell or not to sell that was so well described in your August issue.

One put the issue in limerick form, which I can still remember as follows:

The publisher-owner complains
Of the perils of capital gains,
Of headhunters' axes
And death-duty taxes,
Of the horrors of dying in chains.

Harry W. Edwards
Great Falls, Va.

Editor's note: Edwards retired as ANPA's director of membership development in July 1983.

Papers can't afford not to cover military

Re: Jack Dorsey's report in the September **presstime** (Special Report on covering the military):

How can a newspaper, regardless of size, not aggressively and adequately cover a military installation in its circulation territory, especially if the newspaper covers the traditional beats such as education and government?

The Leaf-Chronicle is a small daily (morning 18,500), but our coverage of Fort Campbell, Ky., adjacent to Clarksville, Tenn., touches more lives in our readership area than does our education coverage. Look at the statistics of Fort Campbell, home of the 101st Airborne Division (Air Assault). At the end of fiscal year 1986, the post population was 20,418. The school system on post served 4,410 children. There were 16,901 military family members living off post, 9,818 on post. There were 18,743 retired military living in the area with 71,525 retirees' dependents; and 42,506 Army reserve component members in the area. The payroll disbursement alone was $636 million.

Unlike the newspapers Dorsey talked with, we do cover exercises and changes of command and other "routine" stories. We think it's important to let people know who's who on post, as well as what's going on. But, we also cover defense and weapons trends—the so-called "big" stories.

How can we afford not to?

Dee W. Bryant
Editor
The Leaf-Chronicle
Clarksville, Tenn

Solution for jumps

Your August story on "jumps" did not tell the whole truth. There is a "perfect solution" for jumps for readability. . . .

You can put all your jumps on a full page or a full two-page sheet, or even full four-page double-truck sheet in the center of the newspaper. The back page is not big enough for all the jumps, especially if you want to put a weather map there *a la* USA Today.

The jump section should be used exclusively for jumps with no headlines but (with) serial numbers for easy spotting. Front-page tails would only have to say, "See No. 1, No. 5, No. 15, etc." No confusion. No inconvenience. No trouble.

This way you could also "jump" your long inside-page stories—if you had any—to this jump section.

The reader would simply pull the jump section and set it aside, ready to go to it whenever a story jumps from anywhere.

Only one catch. Your display advertisers would abhor the idea, because the reader would not have to search through the pages, thus missing the chance of exposure to the display ads. Since the U.S. journalism is subservient to the all-mighty [*sic*] advertiser dollars, you would never have guts enough to try this trouble-free jumping method.

And, that will disprove once again ANPA's claim that advertising is part of information service, and it can stand on its own. . . .

Soon Jin Kim
Professor of journalism
Towson State University
Baltimore

More on 'compose' and 'comprise'

Responding to an article that appeared in your September issue, p. 51, "Writers don't always write right," this piece certainly testifies to its headline.

I call your attention to the bulleted example concerning misuse of the words compose and comprise. It's incorrect to say "individual parts comprise or make up a whole." That sentence defines "compose." Comprise means to be made up of, not to make up. (Synonyms would be include, encompass, contain.) What should have been said is "a whole comprises its individual parts."

Incidentally, the bulleted example concerning the word "presently" also appears to contain a typo that gives the example an unintended meaning. I suspect it should've said "Presently to mean now rather than soon," instead of "Presently to mean new. . . ."

In fairness to the millions for whom your publication is Gospel, perhaps you should rerun a corrected version.

John B. Peters
President
H&D Public Relations
Chicago

DECISIONS SALUTES THE AGENCY MEDIA DEPARTMENT

This December, MARKETING & MEDIA DECISIONS will again recognize the imaginative thinking of media specialists from across the country.

The DECISIONS Media All Stars report represents *a salute* to the nation's agency media departments and the craft of media selection. It is no popularity contest. These nine individuals were nominated by their clients on the basis of performance.

We believe strongly in the media professional. That's why we came up with the idea of highlighting certain disciplines within the media department and finding those individuals who perform so well that they can be held up as shining examples.

Last year's winners were: Michael D. Moore, Media Director, DMB&B; John Belfiore, Associate Media Director, BBDO; Alice Greenberg, Network Negotiator, O&M; Loretta Volpe, Print Media Specialist, SSC&B; Joanne Taub, Radio Media Specialist, Grey; Suzanne Shawn, Cable Media Specialist, Campbell-Ewald: John Miller, Out-Of-Home Media Specialist, Y&R; Kevin Killion, Media Research Specialist, DDB Needham.

Here is an opportunity to place your sales messages in an exceptional editorial setting. Your advertisement in DECISIONS' December issue will tie your special creative to our All Stars' special achievements.

It's your chance to tell these media people you care about their efforts—what they do. It's an issue not to be missed.

Ad close November 2.

Contact your MARKETING & MEDIA DECISIONS representative or Dave Bentley, Publisher (212) 391-2155.

MARKETING & MEDIA DECISIONS

Those who make them, read us

over-set

Newspaper numbers

13—number of professional newspaper associations with headquarters at The Newspaper Center, Reston, Va.

4 billion—estimated dollar value of newsprint imported into the United States in 1987.

2,600—number of college graduates that U.S. daily newspapers hired as reporters and editors in 1986, according to The Dow Jones Newspaper Fund. Non-dailies hired about 1,000.

57—percent of U.S. newspapers that pay the full cost of medical insurance plans for employees, according to a survey by the International Newspaper Financial Executives.

Just a little pressroom prank

Everyone's heard the old joke about the diner whose fortune cookie contained a plea for help from a person being held prisoner in a Chinese bakery.

Here's the newspaper version, the difference being it's true: A subscriber to The Gazette, Montreal's 198,960-circulation English-language daily, called police in early August after coming across this message scrawled across a page in his paper: "Help. I'm being held against my will in the basement at 250 St. Antoine St." That's the address of The Gazette's plant.

Officers located the "victim"—one of the newspaper's managers who has been helping to run the presses since a labor dispute began July 10 between the paper and the Graphic Communications International Union.

"He's a prankster, that's just the type of individual he is," Director of Production Robert B. Williams says of the manager, who ordinarily works as an editor. "He was enjoying himself and put that on the (newsprint) roll. It was just a joke, I guess." No reprimand was issued.

ANPA's Charles D. Cole, manager/labor relations, and Mary I. Sepucha, assistant manager, are in the process of discarding about 22,000 labor contracts stored at The Newspaper Center. The expired contracts cover the hot-metal era from the early 1930s through 1980. Purpose of the disposal project is to alleviate file overcrowding, or what Cole calls "storage lock."

Publisher wants to find a new home for old but able Goss press

There are some things you just can't throw away. Take a rare, old newspaper printing press, for example.

Frederick J. Harrigan, publisher of The News and Sentinel of Colebrook, N.H., seeks a good home for his Goss Duplex Model A-1, circa 1926 and still in working condition. So far, despite "any number of inquiries, including two museums," there have been no takers.

Harrigan bought the Duplex—a roll-fed, flatbed model—in 1969 from The Newport (Vt.) Daily Express. It served the 4,000-circulation weekly faithfully until 1976, when the paper started to be printed at an offset shop in Lancaster, N.H. The time has come to get rid of the old press because it occupies valuable space, Harrigan says.

One reason there have been no takers is the considerable cost to transport the 16-foot-long, 10-foot-wide, 8-foot-tall unit, which weighs about 16 tons. "They're stumbling over the cost of moving it," he says.

Accommodating the pope

Newsracks were among the receptacles removed at the request of the Secret Service from the routes traveled by Pope John Paul II during his September visit to the United States. "It was a normal request," says Robert R. Snow, assistant to the director. "I assume it was done all the way down the line."

John R. Schueler, vice president/circulation, reports that racks for The Miami Herald and The Miami News were moved about 300 feet from the pope's parade route down Biscayne Boulevard. Boats were used Sept. 10 to deliver papers to street hawkers in the parade area, and no sales were lost, he reports.

One for the books

What began as a newspaper's effort to help save a historic building in Boston has blossomed into a booming retail book business.

In 1964, The Boston Globe and a group of local citizens banded together to save a then 246-year-old downtown building. It had once served as a corner bookstore and had housed Tichnor & Fields, a 19th-century publishing house that printed the works of such distinguished authors as Longfellow, Emerson and Hawthorne.

The Globe took out a long-term lease on the building, now on the National Register of Historic Places, and for several years used it as a bureau office. In 1983, after buying a small New England book publishing company, it opened a bookstore there, specializing in books about New England.

"It was virtually an instant success," says Charles B. Everitt, president of The Globe Pequot Press Inc., which operates both the book publishing business and The Globe Corner Bookstore.

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Suzanne Vlamis